



Microsoft Live Communications Server 2005 Contact Center Proposition

What is Live Communications Server 2005?

Microsoft® Office Live Communications Server 2005* delivers instant messaging (IM) and presence as part of a scalable, enterprise-grade solution. It offers enhanced security, seamless integration with other Microsoft products, and an extensible, industry-standard development platform. Your organization can realize cost savings and improved business efficiencies, increased individual productivity, and enhanced intellectual property protection with this easy-to-manage, highly available solution.

Find and Communicate with People Instantly to Increase Productivity

Increase productivity with integrated presence and real-time communication to locate people and share information quickly.

- Instantly find and collaborate with local and remote users to share critical and time-sensitive information. Presence awareness within your desktop and line-of-business applications eliminates delays in locating and communicating with key work partners.
- Provide mobile workers with access at home or on the road. Enable remote users to access security-enhanced presence and IM solutions without requiring Virtual Private Networking (VPN).
- Collaborate with business partners and other organizations, as easily as with co-workers, while protecting sensitive business information. By providing encrypted and optionally logged transactions between public IM data centers and Live Communications Server internal users, organizations can more securely and effectively connect information workers to popular public IM services (MSN, AOL and Yahoo!).

Take Advantage of Microsoft Office System Integration

Microsoft works to ensure that customers can extend current infrastructure investments, yet have the opportunity to incorporate new technologies into existing computing environments. Live Communications Server 2005 is part of the Microsoft Windows Server System and adheres to the common engineering criteria.

- Improve the security of your collaboration infrastructure. Live Communications Server 2005 allows users to share Microsoft Office and other applications from work or home with encrypted IM and voice- and video-enhanced collaborative sessions.
- Allow users to find and communicate with people, without interrupting their workflow. Real-time communication capabilities within Microsoft Office Excel®, Microsoft Office Word®, and other familiar Microsoft Office programs indicate presence to accelerate team collaboration dramatically.



Eliminate Communication Delays with Co-Workers and Business Partners

With advanced presence technology, Live Communications Server 2005 offers instant access to team members, partners, suppliers, and customers across multiple geographies, time zones and organizational boundaries.

- Improve business efficiency by enabling information workers to quickly locate and communicate with co-workers and business partners in a security-enhanced, enterprise-grade, real-time communications environment. Live Communications Server 2005 provides presence awareness from your familiar Microsoft Office and line-of-business applications.
- Benefit from a manageable and scalable solution with seamless integration of Live Communications Server 2005, the Microsoft Office System, and the Windows Server System infrastructure.

Develop Enterprise-Grade Real-Time Communications Solutions

Build solutions that are integrated with your existing Microsoft infrastructure that deliver enterprise-grade security, scalability, and manageability.

- Authenticate users and provide Kerberos and NT LAN Manager (NTLM) capabilities for single sign-on. Increase your control and the security of your network by consolidating your network and IM user resources with Microsoft Windows Active Directory.
- Provide a real-time collaboration solution that can scale up as your company grows. Extend real-time communications to customers, partners and suppliers, while scaling to over 100,000 users with Mitel Contact Center Enterprise Edition and approximately 15,000 users with Mitel Contact Center Business Edition.
- Increase uptime for your enterprise communications. Advanced architecture using Microsoft SQL Server offers future growth and data recovery capabilities, which guard against unscheduled downtime and data loss.
- Ensure compliance with regulatory and internal controls. Use SQL-based logging and searchable conversation logs in Live Communications Server 2005 to allow internal auditing of IM transactions.

Use Familiar and Powerful Windows-Based Management Tools

Simplify your setup, management, and administration tasks with new deployment tools and familiar, easy-to-use management interfaces.

- Get your organization up and running quickly. Take advantage of new deployment tools that simplify the introduction of enterprise-grade IM into your Windows environment.
- Save time and reduce training costs by using familiar Windows graphical user interface (GUI)-based administration tools to manage users, servers, and global settings. Live Communications Server 2005 integrates with your existing Windows-based management tools, including Windows Management Instrumentation (WMI), Microsoft Management Console (MMC), and Microsoft Operations Manager (MOM) to reduce server management and training requirements.

Simplify the Creation of Real-Time Applications

Presence-enable your existing applications and develop next-generation software solutions.

- Add real-time capabilities to your information gathering solutions. Separate client and server application programming interfaces (APIs) to enable innovative new applications.
- Introduce new ways of using presence-enabled real-time communication. Take advantage of the vibrant partner ecosystem to complement and enhance your Live Communications Server 2005 solution.

Support for Microsoft Office Communicator 2005

Integrate rich communications to allow teams and information workers to more easily and efficiently communicate in real time.

- Readily locate contacts through integration with corporate directories.
- Interact using 1:1 video and voice communication capabilities.
- Maximize reach and collaboration through integration with the corporate phone system.
- View extended presence information, including the ability to set “custom notes” and display Microsoft Exchange Server “Out of Office” messages directly in Microsoft Office Communicator 2005.
- Switch from a multi-party IM conversation to a public switched telephone network (PSTN)-based conference call.



Mitel Customer Interaction Solutions and Presence Types

Device Presence

Device presence, such as instant messaging or voice, shows a user's device readiness for communication.

- Multi-device, contact center presence includes an agent's availability to handle voice, email, web chat, fax, IM and video interactions.

User Presence

User presence provides a more complete picture of a user's status within the context of their work activities and physical environment: on a 15 minute break, in a meeting (schedule through exchange calendaring) or working on a call follow-up through Microsoft CRM.

- With a presence-enhanced collaboration tool, agents know ahead of time if specific adjusters are available to receive a call and, if not, whether they are away only for a few minutes, out at a meeting or out for the day.

Group Presence

Group presence provides point-and-click access to entire groups for instant collaboration and document sharing.

- Brings decision makers together through Outlook[®], Word[®] or Excel[®].
- Industry moving from user-centric to team-centric communications.

Workforce Presence

Workforce presence prevents workflow stoppages by finding the right subject matter expert in the company.

Benefits of Live Communications Server 2005 to Mitel Customer Interaction Solutions:

Achieve First-Contact Resolution

- Know the real-time presence of employees: eliminates abandons and blind transfers by knowing who is available, and on what media type.
- A customer's inability to reach the right person with the right information drives 60 percent of customer dissatisfaction today. (Source: Center for Customer Driven Quality at Purdue)
- First-contact resolution challenges account for at least 30 percent of a contact center's operational costs. (Source: The Call Center Manager's Forum)
- First-contact resolution is a reasonable customer expectation, but satisfying that expectation remains a challenge: Live Communication is the solution.

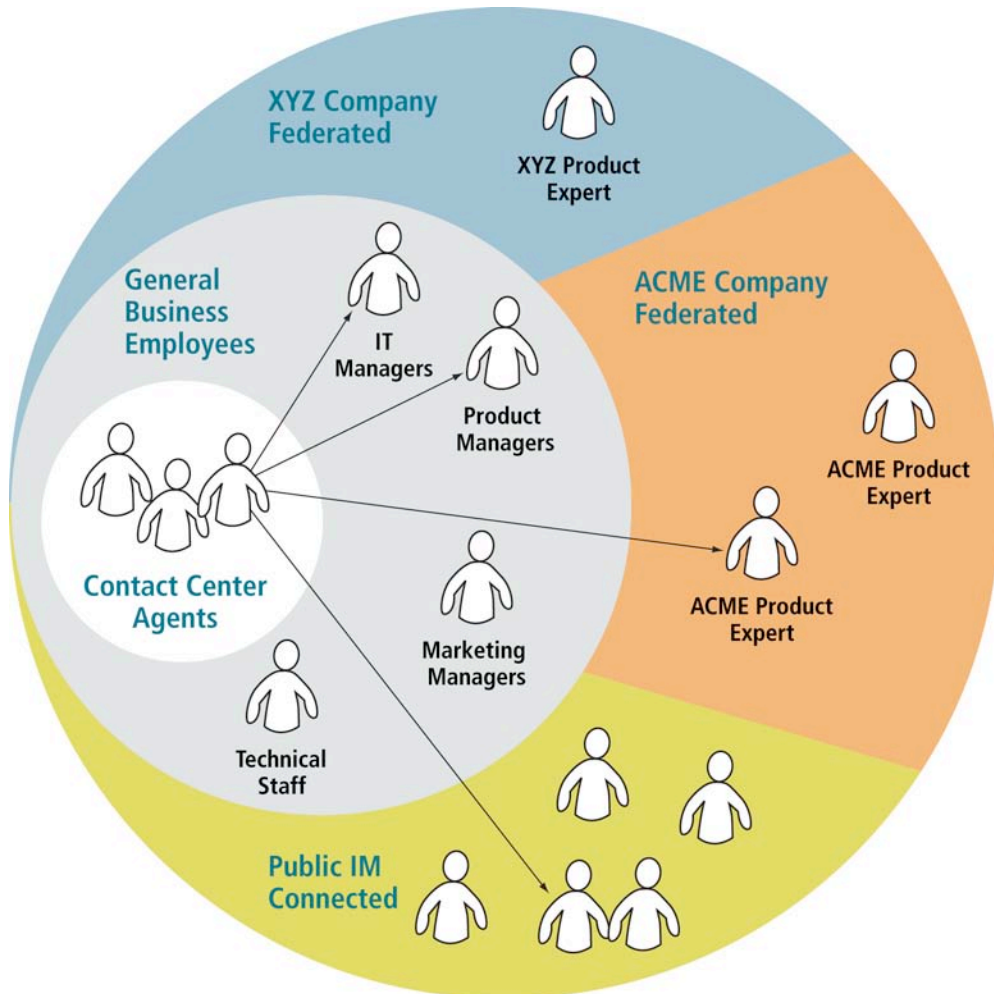
Enhance the Efficiency of Your Internal Operations

- Cross departmental boundaries to company experts outside of contact center agent groups: internally or externally using Federation.
- Use the collective knowledge of the company to increase process presence: all employees improve customer value by leveraging the ideas, knowledge and competencies of the entire enterprise.
- Find the right expert in the company at the right time to fill in the blanks – give agents the power to know who within an organization is available.
- Use enhanced search tools to locate product experts quickly and efficiently.
- More first contact resolutions = the ability for contact centers to handle more customers using fewer employees.

Build Stronger Customer Relationships

- Organizations are now discovering that an increase in unified customer touch points results in a dramatic improvement in customer relationships.
- Connect using the customer's preferred client tools through Live Communication Server instant messaging interoperability: Yahoo and America Online plug into Live Communication Server natively "out of the box" – this equates to 350 million registered subscribers to these IM services.
- More efficient interactions with customers allows for relationship building.
- More time is available for possible agent-initiated cross-selling and up selling (via customer relationship management tools) or making the most of general relationship-building opportunities.

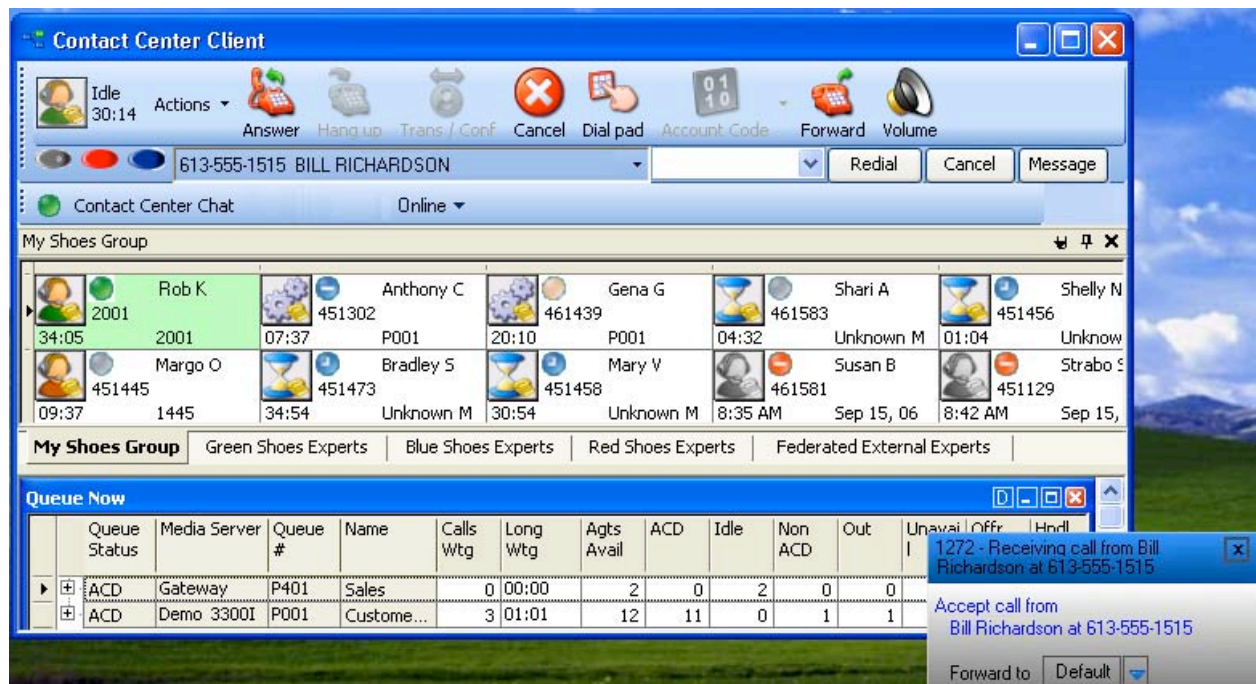
Achieve First-Contact Resolution



A typical Customer Contact Interaction with Live Communications Server 2005 Enabled Mitel Customer Interaction Solutions

Shoe Company Inc., Example

1. An incoming call is automatically routed to the appropriate agent (Gail E). Gail is presented the call in Mitel's Contact Center Agent desktop which natively integrates Live Communications Server 2005 with Microsoft Office Communicator 2005 presence ACD soft phone.



The screenshot displays the 'Contact Center Client' interface. At the top, there is a toolbar with various call control icons (Answer, Hang up, Trans / Conf, Cancel, Dial pad, Account Code, Forward, Volume) and a status bar showing 'Idle 30:14'. Below this, a call information bar displays the number '613-555-1515' and the name 'BILL RICHARDSON'. A 'Contact Center Chat' section shows 'Online' status. The main area is divided into 'My Shoes Group' and 'Queue Now'.

My Shoes Group

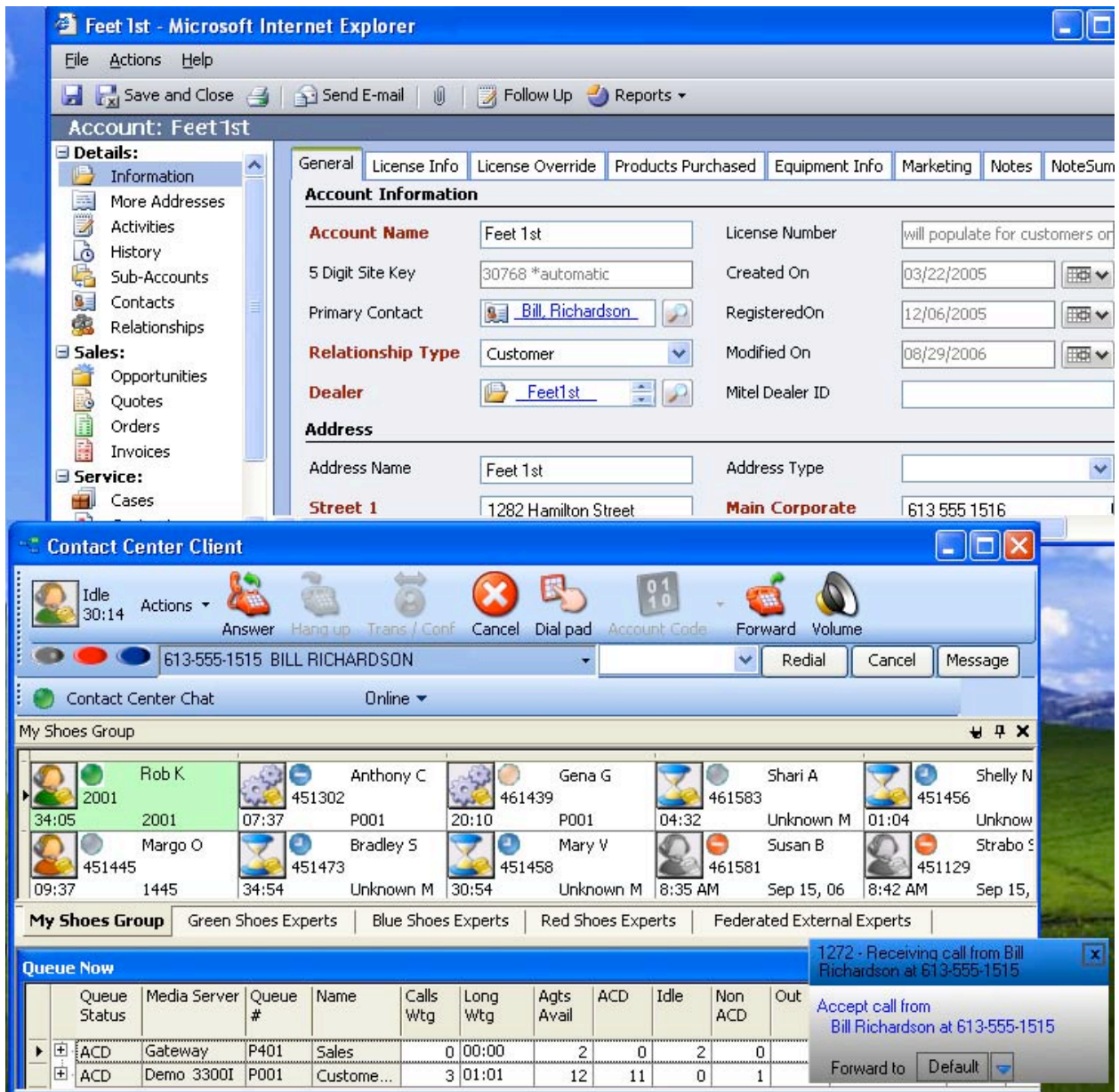
Rob K 2001 34:05	Anthony C 451302 07:37	Gena G 461439 20:10	Shari A 461583 04:32	Shelly N 451456 01:04
Margo O 451445 09:37	Bradley S 451473 34:54	Mary V 451458 30:54	Susan B 461581 8:35 AM	Strabo S 451129 8:42 AM

Queue Now

Queue Status	Media Server	Queue #	Name	Calls Wtg	Long Wtg	Agts Avail	ACD	Idle	Non ACD	Out	Unavail	Offr	Hndl
ACD	Gateway	P401	Sales	0	00:00	2	0	2	0	0			
ACD	Demo 3300I	P001	Custom...	3	01:01	12	11	0	1	1			

A pop-up notification in the bottom right corner reads: '1272 - Receiving call from Bill Richardson at 613-555-1515'. Below it, another notification says 'Accept call from Bill Richardson at 613-555-1515' with a 'Forward to Default' button.

- Gail quickly identifies the caller through a “screen-pop” of the customer relationship management tool. In this case, Microsoft CRM is used.



The screenshot displays two overlapping windows from a Microsoft CRM environment. The top window, titled "Feet 1st - Microsoft Internet Explorer", shows the "Account: Feet 1st" details page. The bottom window, titled "Contact Center Client", shows a call queue for "My Shoes Group" with a pop-up notification for an incoming call from Bill Richardson.

Account Information (from Microsoft CRM):

- Account Name: Feet 1st
- License Number: will populate for customers on
- 5 Digit Site Key: 30768 *automatic
- Created On: 03/22/2005
- Primary Contact: Bill Richardson
- Registered On: 12/06/2005
- Relationship Type: Customer
- Modified On: 08/29/2006
- Dealer: Feet1st
- Mitel Dealer ID: [Empty]
- Address Name: Feet 1st
- Address Type: [Empty]
- Street 1: 1282 Hamilton Street
- Main Corporate: 613 555 1516

Call Queue (from Contact Center Client):

Queue Status	Media Server	Queue #	Name	Calls Wtg	Long Wtg	Agts Avail	ACD	Idle	Non ACD	Out
ACD	Gateway	P401	Sales	0	00:00	2	0	2	0	0
ACD	Demo 3300I	P001	Custome...	3	01:01	12	11	0	1	1

Call Queue Members (from Contact Center Client):

Name	Phone Number	Time	Status
Rob K	2001	34:05	Online
Anthony C	451302	07:37	Offline
Gena G	461439	20:10	Offline
Shari A	461583	04:32	Offline
Shelly N	451456	01:04	Offline
Margo O	451445	09:37	Offline
Bradley S	451473	34:54	Offline
Mary V	451458	30:54	Offline
Susan B	461581	8:35 AM	Offline
Strabo S	451129	8:42 AM	Offline

Call Queue Pop-up (from Contact Center Client):

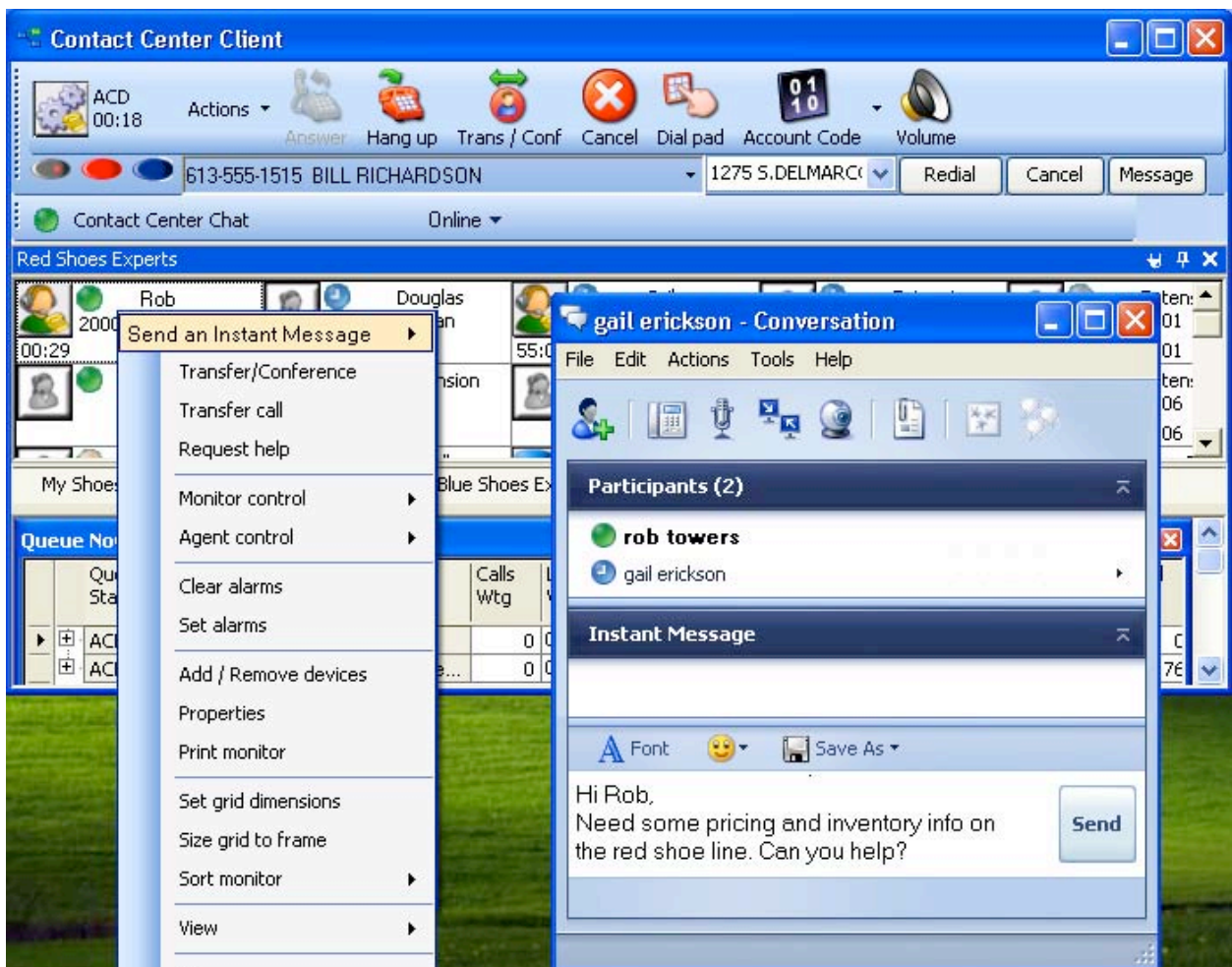
1272 - Receiving call from Bill Richardson at 613-555-1515

Accept call from Bill Richardson at 613-555-1515

Forward to: Default

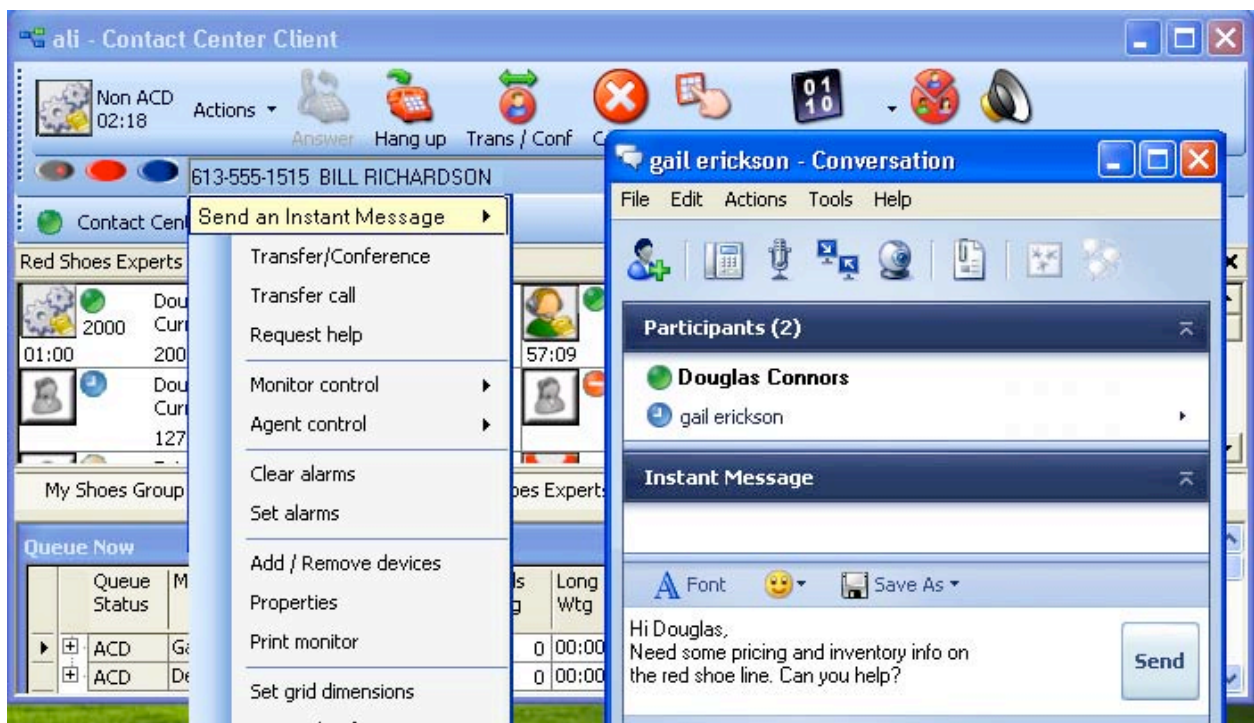
- Gail speaks with the customer who has specific questions concerning the red shoe line. Gail requires help and consults another agent in her group. Gail uses the rich, integrated presence of Live Communications Server 2005 and Contact Center Management to view agent availability. She uses Live Communications Server 2005 enabled presence for availability to IM.

Gail quickly sees Rob Towers is available on all media types. Gail right-clicks Rob's cell phone in the Agent State by Position monitor and selects "Send an Instant Message." A Microsoft Office Communicator IM session begins with Rob.

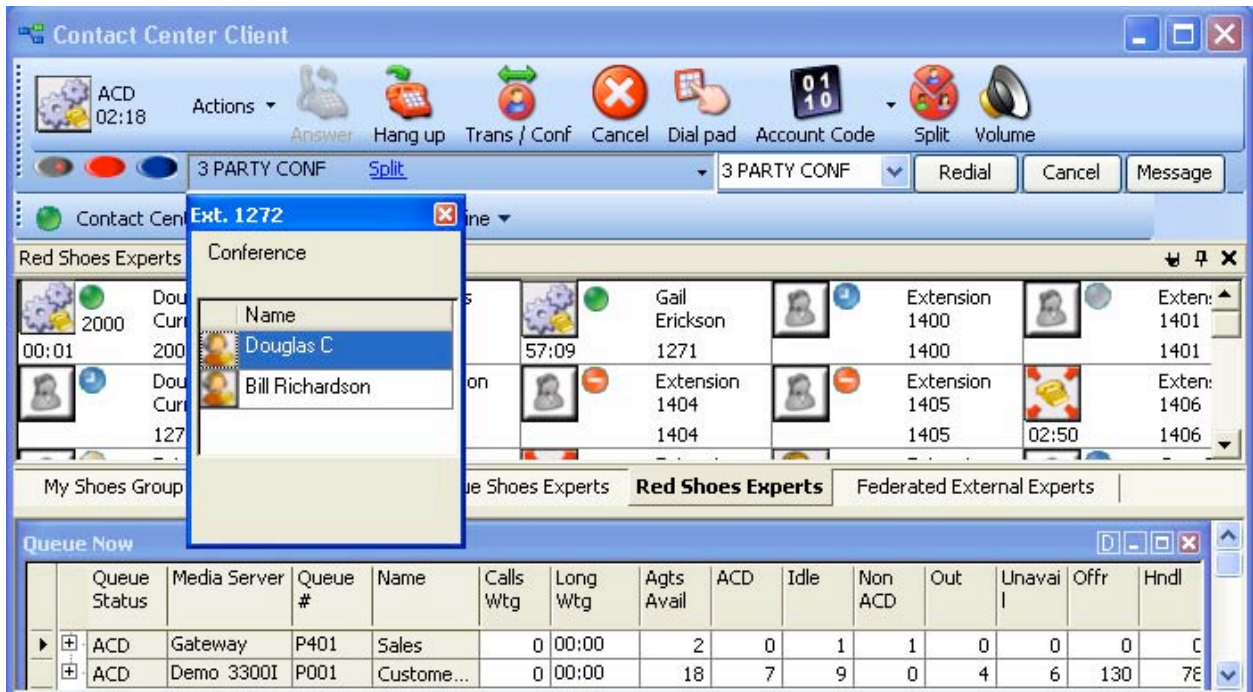


4. Rob cannot answer Gail's questions concerning the red shoe line. Gail reaches outside of the contact center and into her internal company's pool of experts to consult with a product line expert for red shoes. Rob and the customer chat on the phone while Gail consults another expert.

Gail selects the Red Shoes Experts monitor to view the presence and availability of the product experts for the red shoe line. She notes Douglas Connors is available to participate in an IM session. Gail right-clicks Douglas on the Agent State by Position monitor. Gail selects Send an Instant Message and chats online with Douglas while Rob and the customer continue to chat on the phone.



- Gail chats with Douglas and determines he has the information the customer needs. The customer chats with Rob and maintains a line agent experience while Gail right-clicks Douglas and selects Transfer / Conference. The customer, Gail and Douglas participate in a three-way conference call.



- The customer requires pricing information and a delivery date to close a sale. Gail needs assistance from the manufacturer. The consultant from the red shoe line and the customer chat while Gail consults with the manufacturer.

Gail selects the Federated External Experts monitor and uses the external presence and availability feature of Live Communications Server Federation to locate an available external expert from the manufacturer. She views the real-time presence and availability in the Federated product experts monitor, and notes Mark Langley is available. She also notes that Amy and Danny are working from home using MSN and Yahoo IM connectivity. Gail uses Communicator 2005 and sends an Instant Message to Mark. Mark uses Communicator 2005 that is Live Communications Server Federated to respond to the query.



The screenshot shows the Contact Center Client interface with a conversation window open. The main window displays a grid of Federated External Experts and a Queue Now table.

Queue Status	Media Server	Queue #	Name	Calls Wtg	Long Wtg
ACD	Gateway	P401	Sales	0	00:00
ACD	Demo 3300I	P001	Custome...	0	00:00

The conversation window shows a message from Gail Erickson to Mark L:

Hi Mark,
Need pricing and inventory info on RSL models K2400 and K1522. Can you help?

- Gail dynamically adds the product line manufacturing expert to the conference call. The customer, Gail, Douglas and Mark participate in a four-way conference call and the customer obtains pricing information and a delivery date.

First call resolution is achieved providing best-in-class service to the customer.

After the interaction is complete, the complete interaction history including call duration, cost and agent actions is stored in a repository (optionally CRM) and complete interaction reporting is available.



Queue Status	Media Server	Queue #	Name	Calls Wtg	Long Wtg	Agts Avail	ACD	Idle	Non ACD	Out	Unavail	Offr	Hndl
ACD	Gateway	P401	Sales	0	00:00	2	0	1	1	0	0	0	0
ACD	Demo 3300I	P001	Custome...	0	00:00	19	11	7	1	3	7	136	84

* compatible with upcoming release of Microsoft® Office Communicator 2007

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