

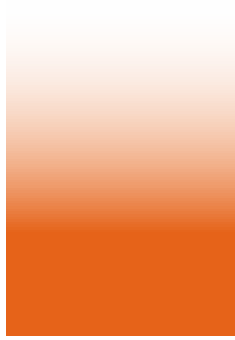
iPECS CCS

Ericsson-LG Enterprise
May. 2014



Contents

- Market Trend
- CCS Package Overview
- CCS Optional Modules
- Value Propositions
- Deployment



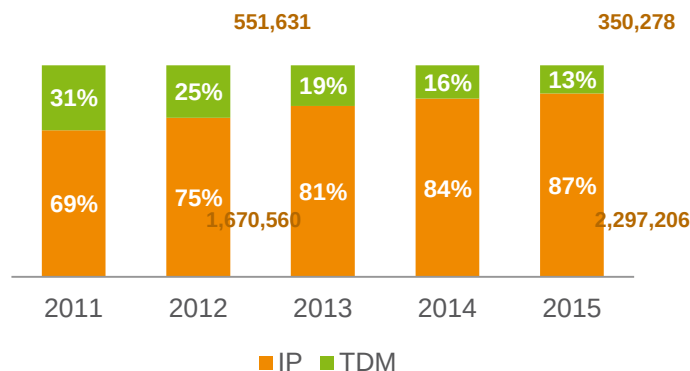
iPECS
Your Communications Solution

Market Trend

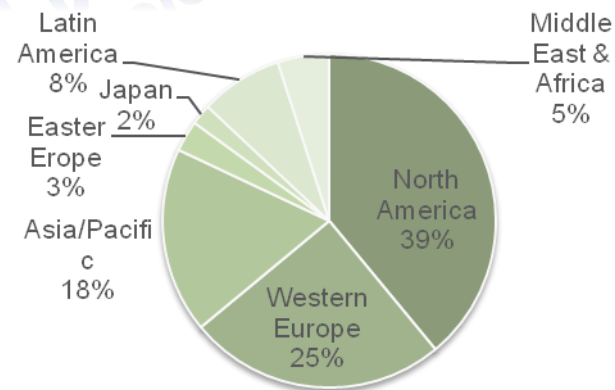


Market Trends

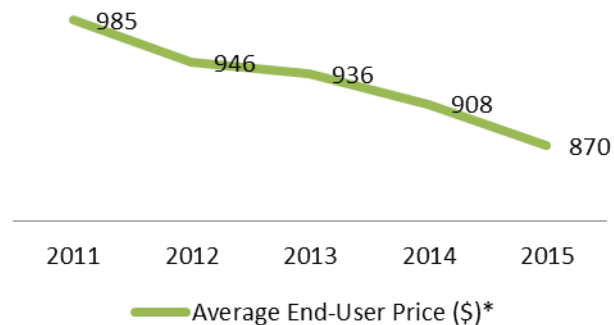
9.8 % ^{CAGR} IP Agent shipment



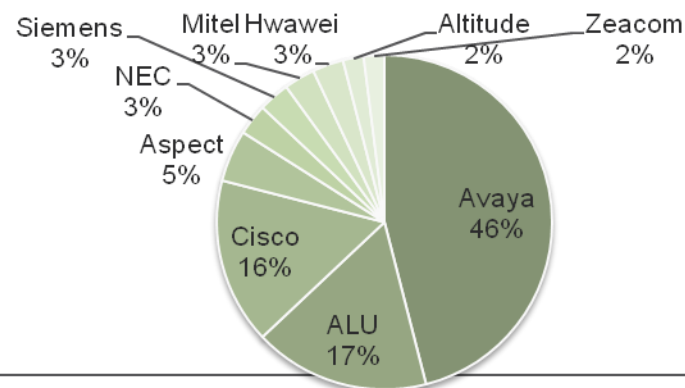
82.4 % ^{Market Share} = Asia/Pacific + W/E + N/A



-3.1 % ^{CAGR} End User Price



69.7 % ^{Market Share} = Avaya + ALU + Cisco



Key Trends

Multimedia/Social Media Contacts

- Facebook/Twitter Integration
- Expanded interaction channels: Email/Web Chat
- Outbound customer contact resurgent

Remote Agent

- Home based agents
- Flexible architecture

Informal Contact Centers

- Improved business process
- Access to experts

Self Service

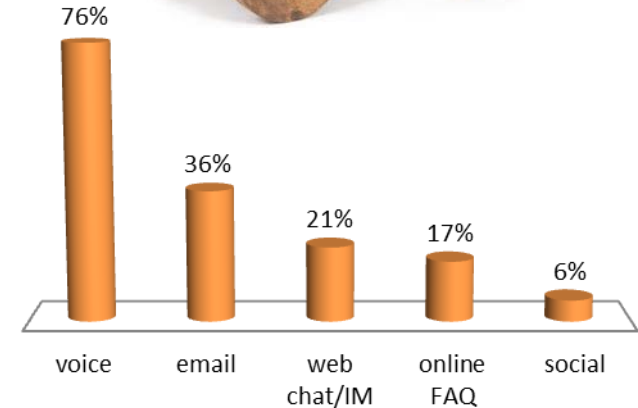
- Cost reduction / Improved efficiency

UC Integration

- First contact resolution
- Improved access to experts

Contact Center Analytics

- Business Intelligence report and analysis



<Customer preferences in CC>

* OVUM / 2012 Trends to Watch:
Contact Centers / 2011.12

MZA, 2012

CCS Overview

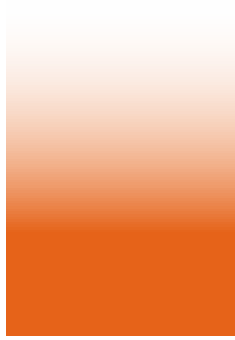
- iPECS Contact Center Suite:
Ericsson-LG Enterprise's **multi-channel IP Contact Center solutions package** best integrated with iPECS Platforms
- Combining and applying customer needs and market trends to iPECS CCS
 - Flexible modular architecture for easy deployment and usage
 - Comprehensive all-in-one solution
 - Multiple channels and media including Social media for smart customer service



Why iPECS CCS?

- **Ericsson-LG Enterprise branded IP Contact Center Solution**
 - Seamless and tighter integration with iPECS-LIK & CM
 - Constant development path for iPECS CCS by Ericsson-LG Enterprise
 - Valuable packaging with other Ericsson-LG applications
- **Best suite for small & medium-sized Contact Center**
 - Cost effective bundles for basic contact center with iPECS Platforms
 - Easy installation and operation with intuitive and simple functions
- **Benefits of All Software solution**
 - Software based media processing through SIP
 - No PSTN media interface card
- **Next generation Single multi-media solution**
 - Email, Voice Mail, Fax, Web chat
 - Social interface – Twitter, Facebook
 - Multi-Media Outbound Tele-Marketing





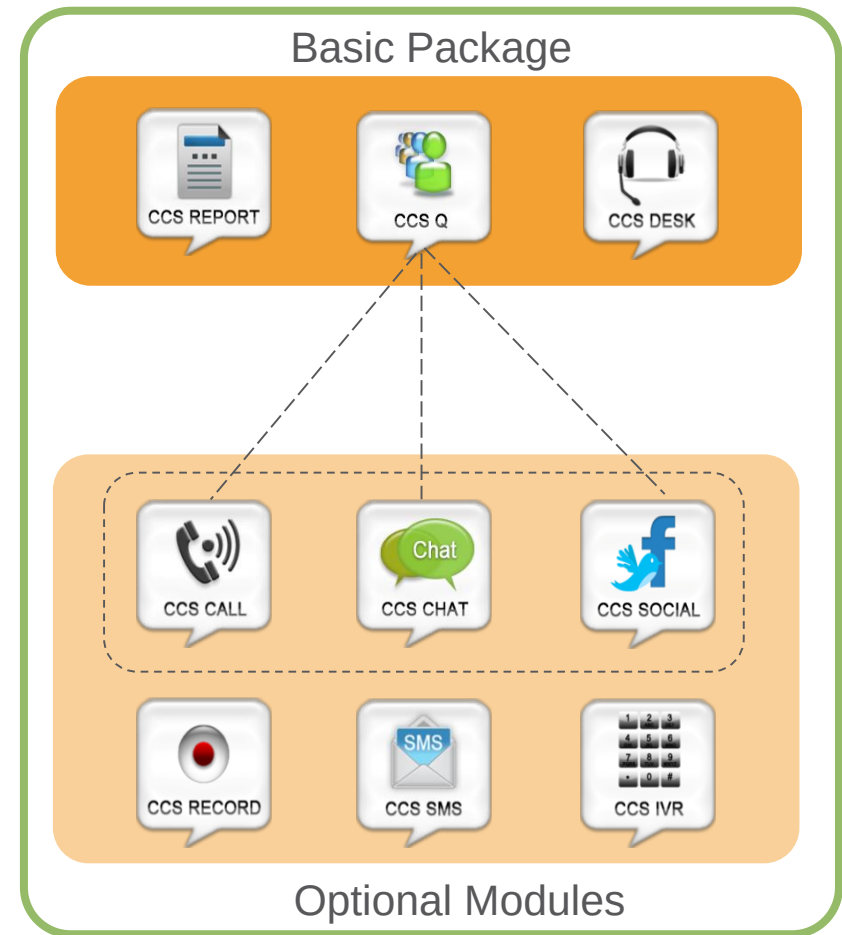
CCS Package Overview



Components

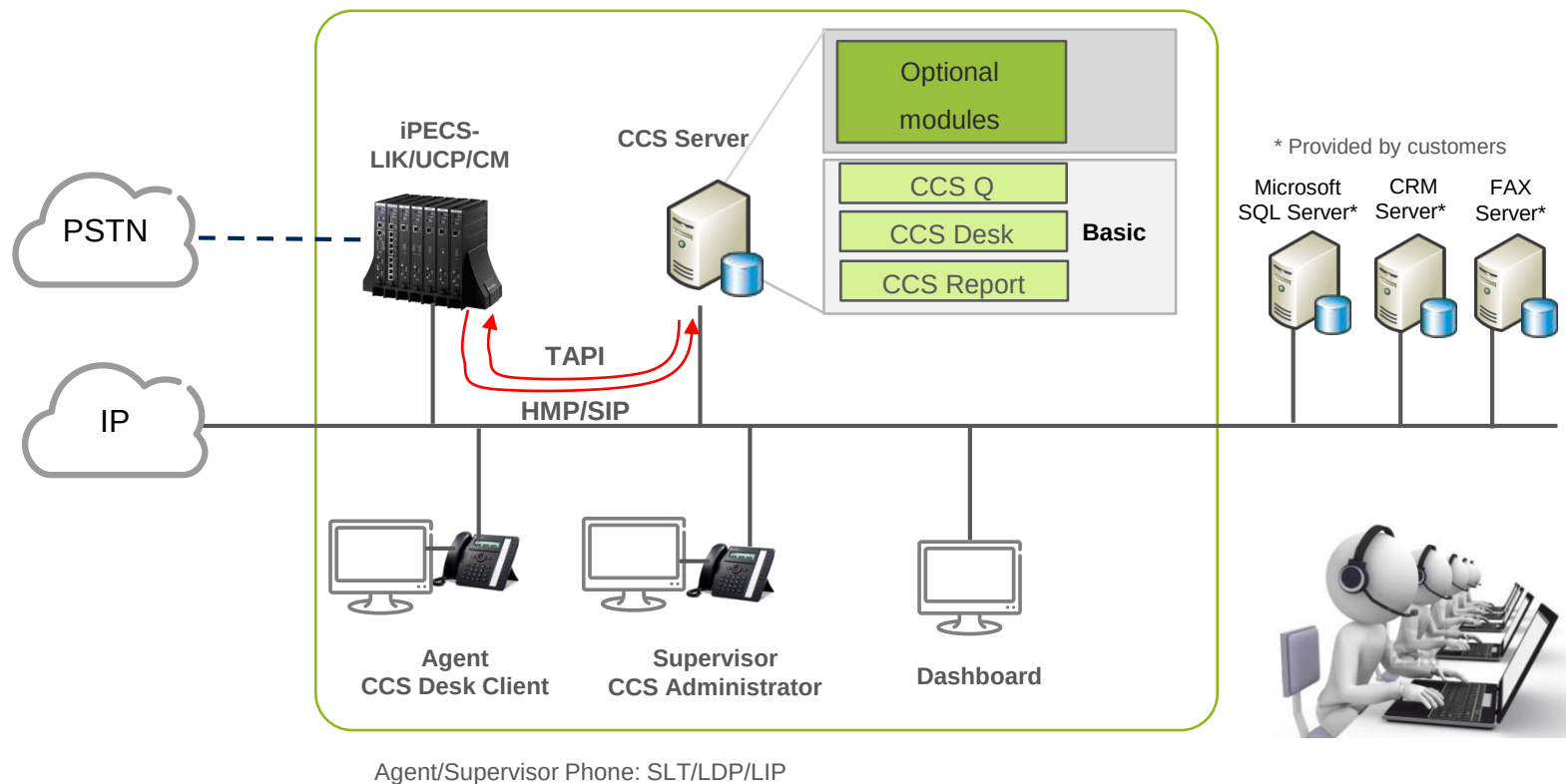
iPECS CCS consists of basic packages and modularized options for special functions.

- Basic package
 - CCS Q: Multi-channel Inbound CC
 - CCS Desk: Agent's Desktop Software
 - CCS Report : Monitoring and report
- Optional modules
 - CCS Call – Multi-Media Outbound CC
 - CCS Chat – Web chat & instant messaging clients
 - CCS Social – Social Networking with Twitter and Facebook
 - CCS IVR – Interactive Voice Response
 - CCS Record – Voice Recording
 - CCS SMS – SMS Server



Basic Configuration

Single site, Single server



Powerful **agent desktop user interface client** to control telephony and provide advanced service management and business efficiency with CRM interface

- Easy and intuitive user interface
- Contact information screen pop up
- A single client to view and control telephone, calendar, presence, IM, SMS/Text, contacts
- Drag and drop call control
- Built-in CRM integration interface or API for 3rd party database/CRM
- View call and messaging history

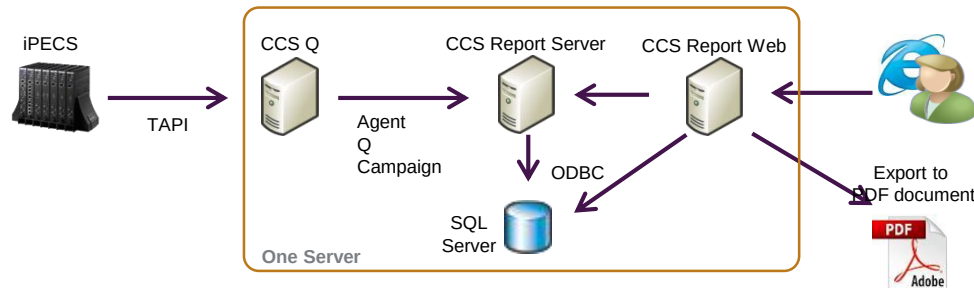
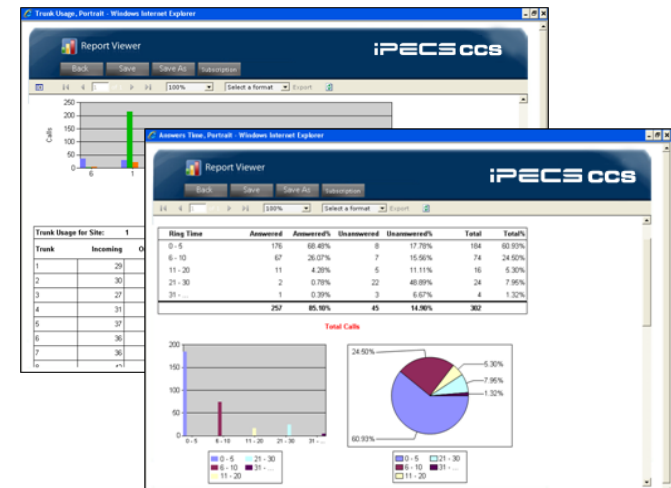


* Supported version of each CRM in backup

CCS Report

A business intelligent that deliver **historic and real time information on business communication**, supporting better business analysis and decision making

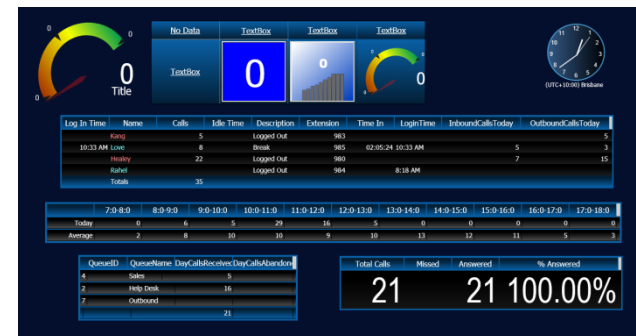
- Web based tool
- SQL database* and reporting architecture
- Over 130 powerful reports for CC system performance, service levels, grades of service and agent/team evaluation
- Integration with CRM/DB
- Automatic scheduling of reports to print, email or file(CSV, PDF, Excel)



* MS SQL 2008 Express (Free 10Gbyte available)

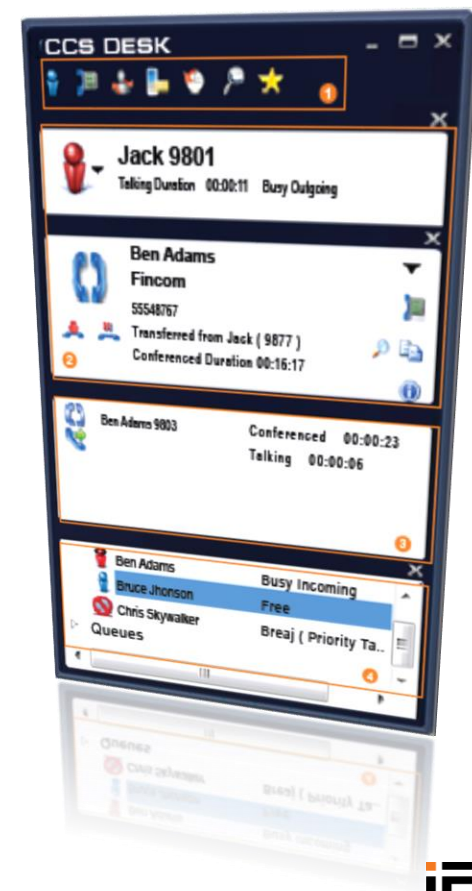
CCS Report Dashboard

- Business Intelligent Dashboard
 - Dashboard and alert management
 - User configurable
 - Desktop or web browser based for operation anywhere
 - Figure, grid, bar, pie, speedo, real time graphs
 - Alert by sound, color and email
- Others
 - Playback of optional CCS Record
 - Budgeting & cost control management

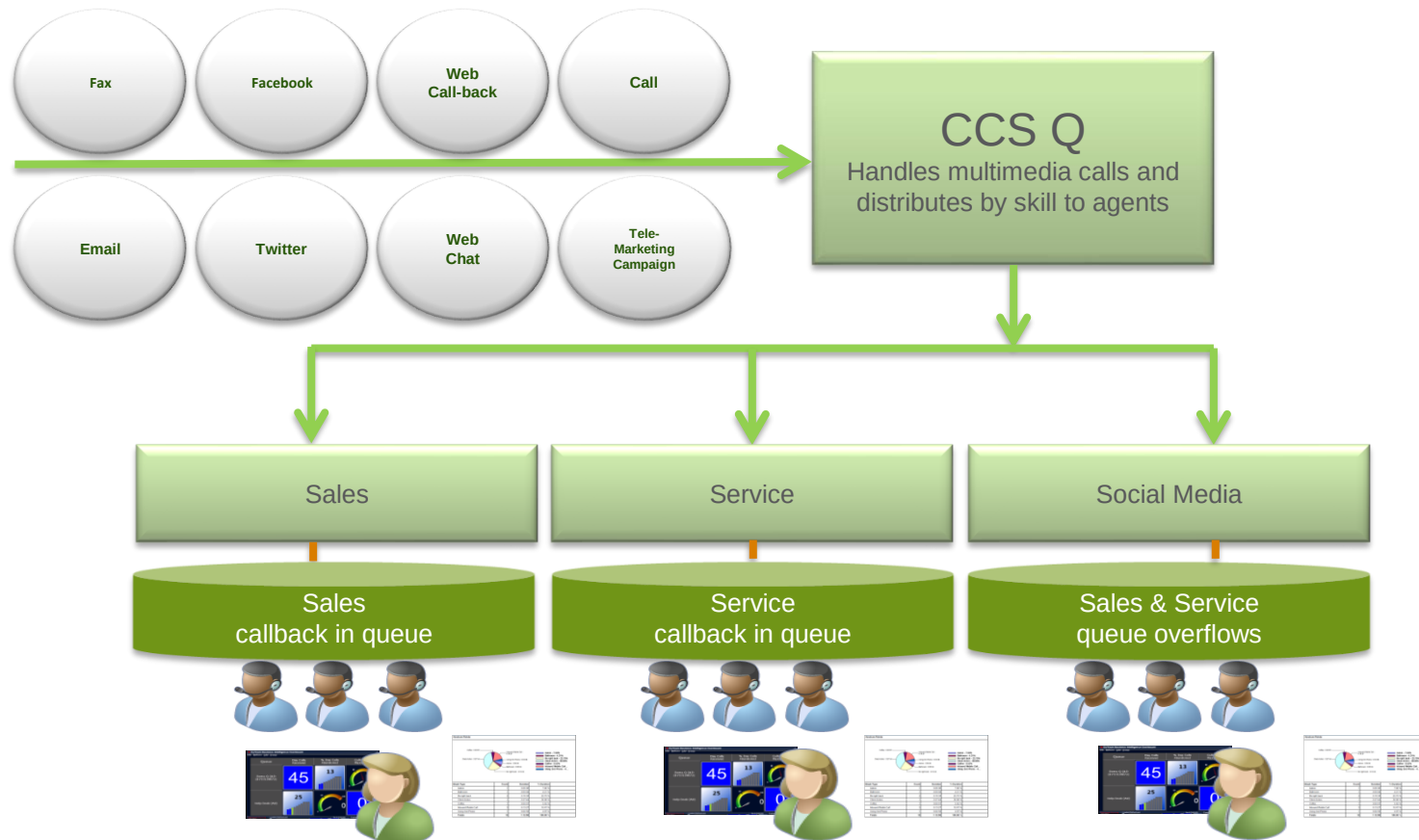


The **core of affordable full IP Contact Center Suite** for professional customer service and inbound contact management & reporting.

- Powerful ACD and Skills Based Routing with variable announcement management options
- Unlimited queues (up to 9,999)
- Unlimited agents per queue
- Announcements & Hold music per queue
- Scheduling and overflow
- Remote & Multi-site support
- Emergency mode
- Powerful CCS Add-ons
- Multi-media & Social Network options

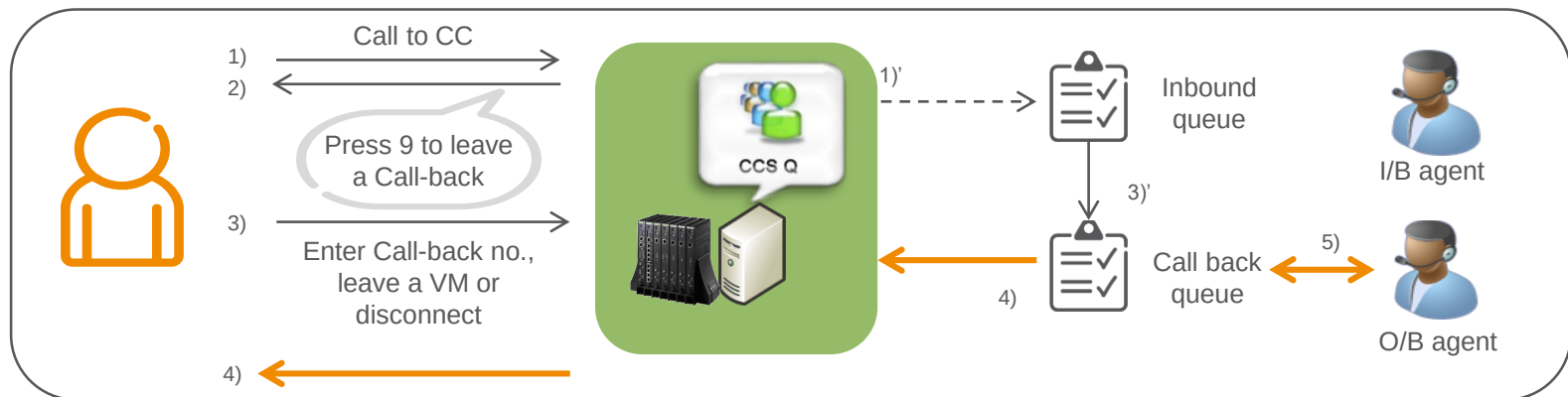


CCS Q supports multi-media and Social Network options as well as powerful optional Add-On modules.



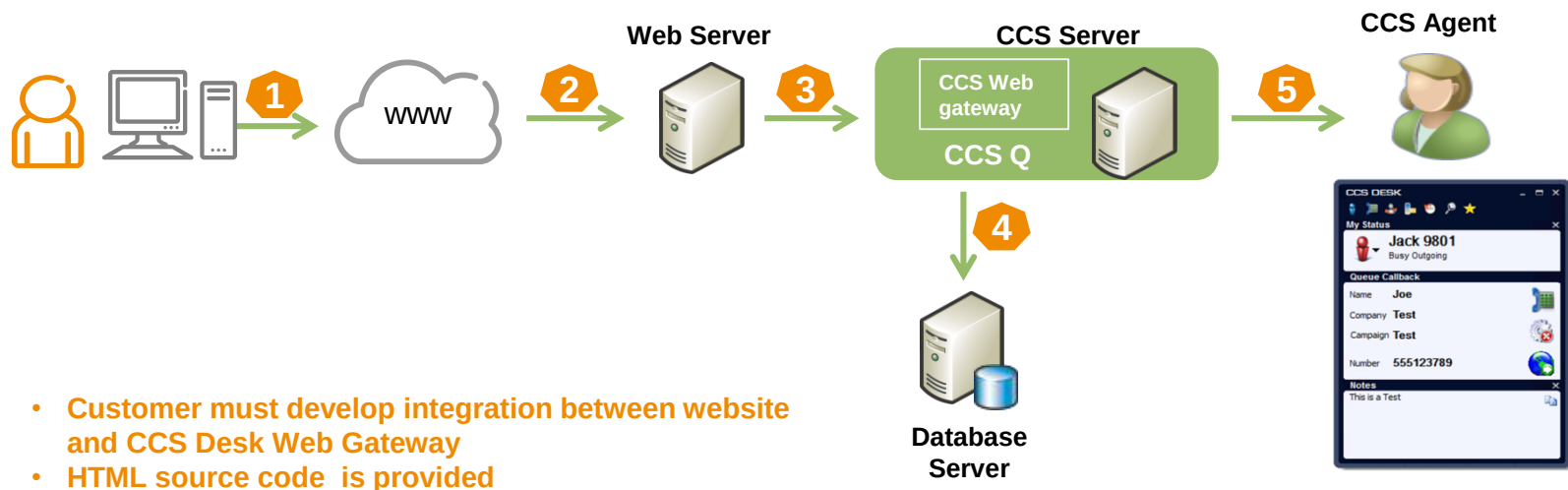
Call-back in Queue

- When high abandoned rate due to long wait time or not enough agents
 - Customers leave the call back information : return number, voice mail or CLID(default)
 - ACD/Skill based call routing to an available outbound agent with the same position in the queue while the callers need no longer wait
 - Advanced features are needed as like CLID indication, Speech recognition, CCS IVR



Web Call Back

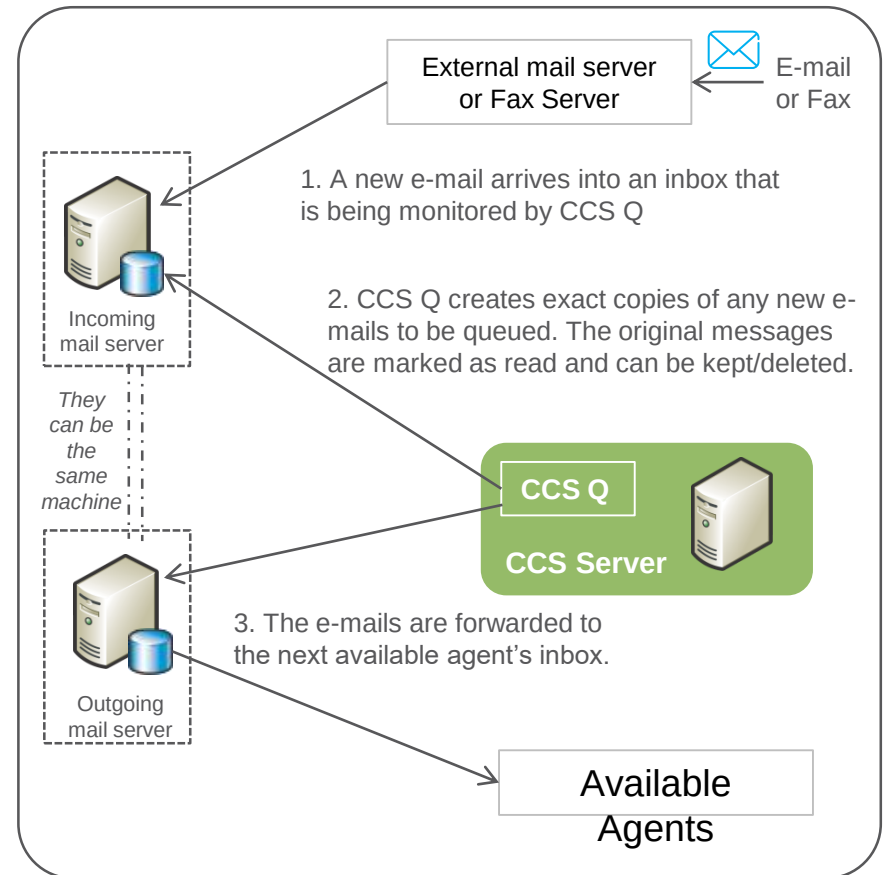
- Leave the customer information via web site to call back
- Left information is saved in Database server(SQL DB).
- iPECS CCS Q will find a new web-callback and assign to available agent.
- SQL DB Items : ID, Source, StartTime, QueueID, Notes, Type, Status, Phone, Name, Company
- Agent can see the previous web page that the customer visited.



- Customer must develop integration between website and CCS Desk Web Gateway
- HTML source code is provided

E-mail, Fax and Voice Mail

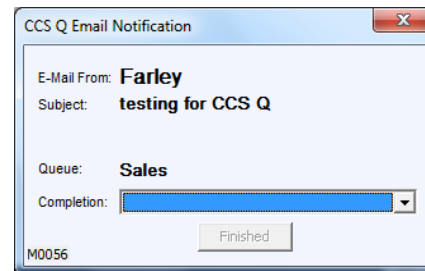
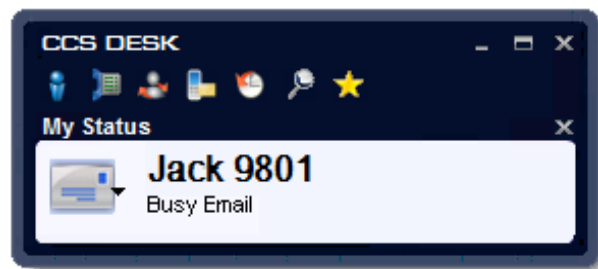
- iPECS CCS Q handle inbound multi-media including e-mail, Fax and Voice Mail as like voice calls in queues and route to the best available agent
- CCS Q retrieve the mail(make copies) from the e-mail server and forwards it to outgoing server to available agent.
- Agent will receive the mail with each message.

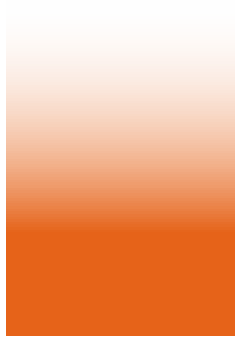


* Requires Fax server that converts incoming fax to mail

E-mail, Fax and Voice Mail

- Supported inbound Email Server protocols:
 - IMAP
 - Microsoft Exchange (2007/2010/Online Web Services)
- Additional CCS Requirements:
 - Agents must have their own email address and email client application.
 - CCS Desk agents must be configured with the correct email addresses.
 - SMTP Server available to forward the email to agents.
 - SMTP Server must accept basic text authentication.





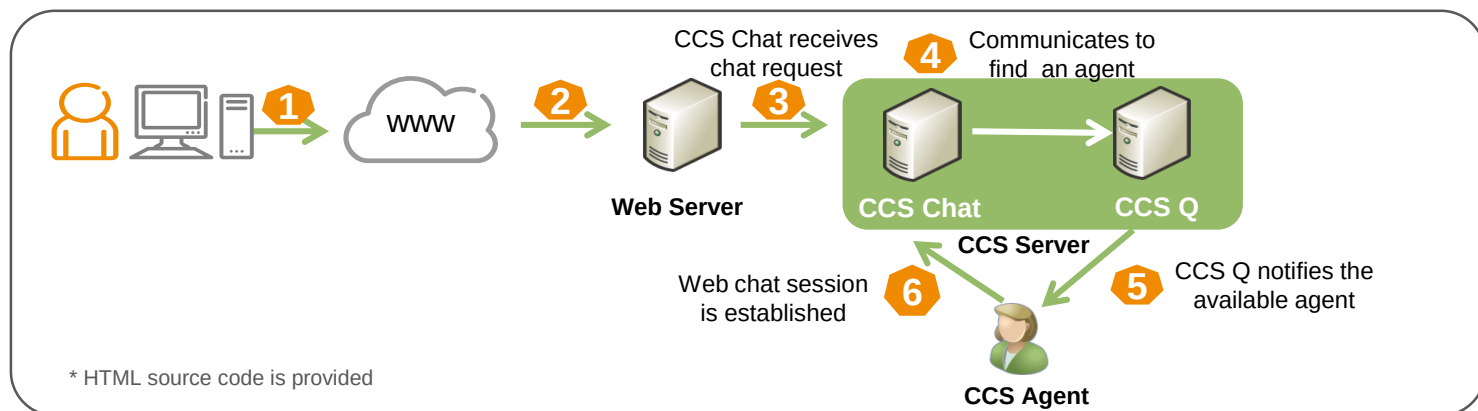
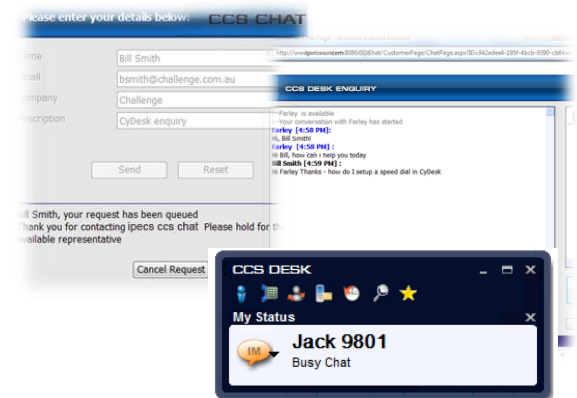
iPECS
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CCS Optional Modules



CCS Chat provide customers with the superlative service by **enabling Instant Message and Web Chat Instant Messaging** and link your website to your sales and support team.

- Multi-media queue supported with CCS Q
- Similar lookup with messenger
- Needed IIS(Internet Information Service)
- Greeting message limit: Max 100 characters
- Can be integrated with other CRM.
- Transfer current chat request to others



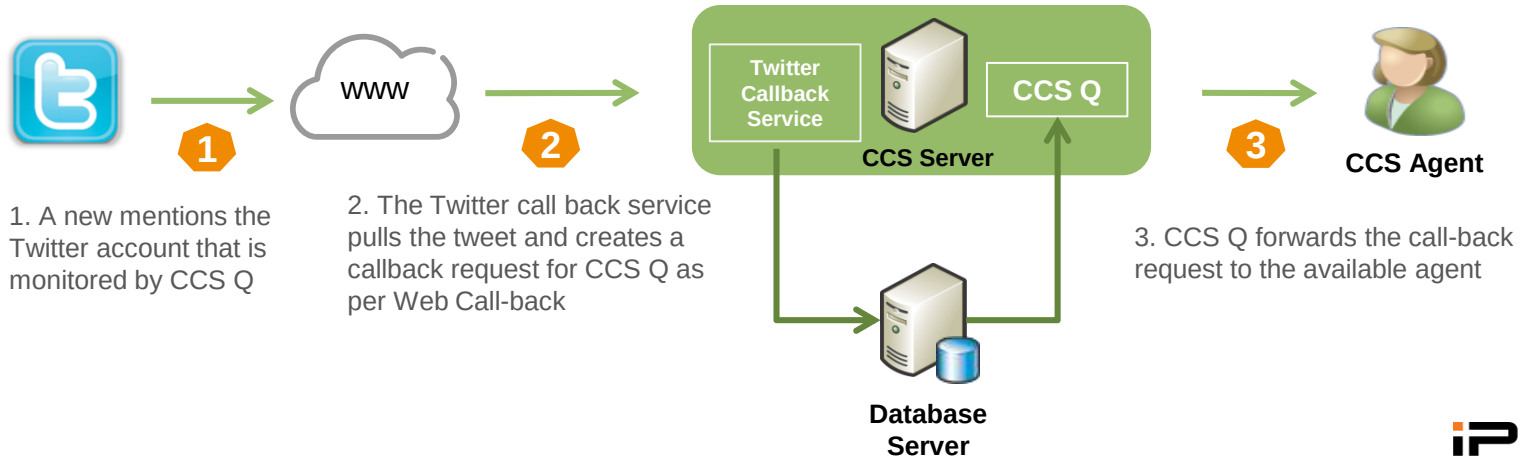
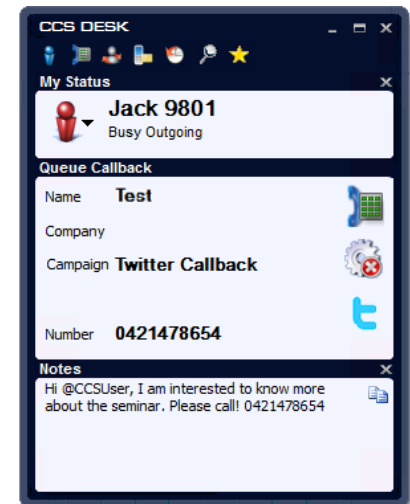
Social Media contact center integration: Facebook and Twitter

- Enable contact management for Twitter users via Call back and Facebook
- Get real-time Social Media marketing statistics and trends when measuring your Twitter and Facebook response
- Skills-Based Routing for all social Media requests or posts
- Conditions
 - Agent should have its email address and it should be configured in CCS DESK administration.
 - Separated window service is operated to support Twitter
 - Mail Server: IMAP(In)/SMTP(Out)



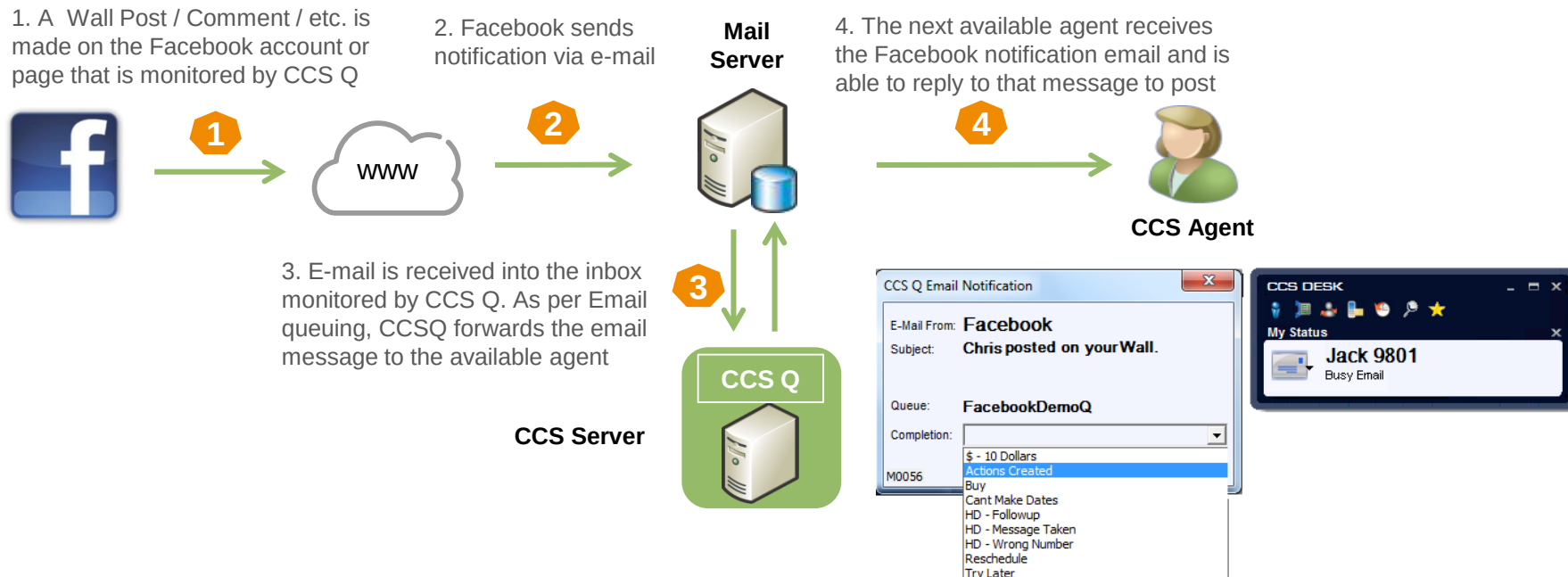
Twitter

- Twitter Call-Back management
 - Twitter call back request is supported by CCS Q Agent
 - Proper Tag should be used for call back: "Call!"
 - The full message sent by twitter user is displayed on agent CCS Desk
 - Must have Twitter account and authorize CCS Callback application to access the account



Facebook

- Facebook Call-Back management
 - Facebook integration is as per Inbound Email Queue Management.
 - Agent must be allowed to reply Facebook email on behalf of the registered user.

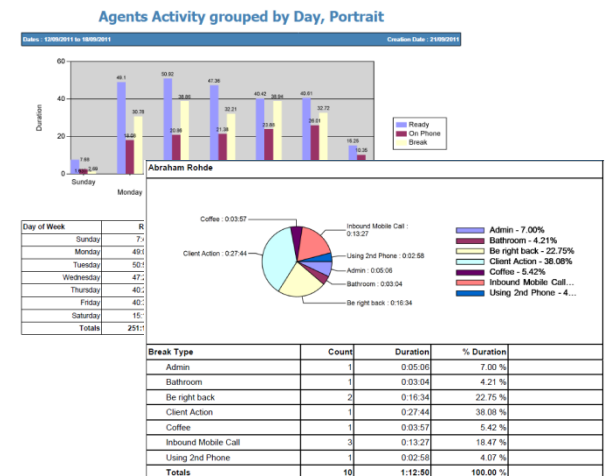


CCS Call is the **IP multi-media outbound contact center** solution to provides affordable professional telemarketing & outbound management with reporting solutions for all business.

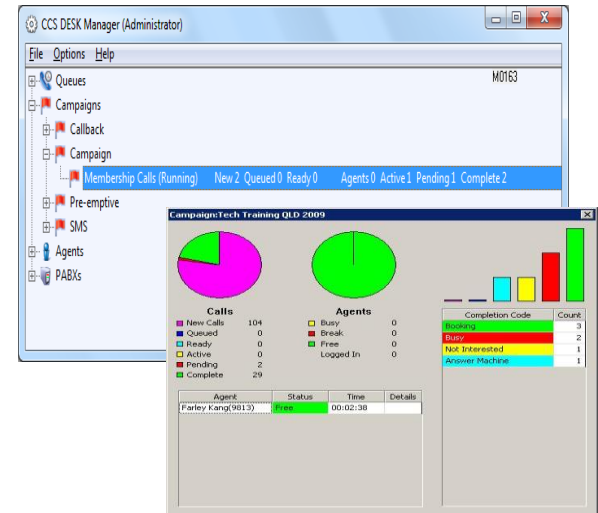
- Load campaign data from ODBC or directly from selected CRMs
- Skills Based Routing
- Unlimited campaigns
- Unlimited queues (up to 9999)
- Unlimited agents per queue
- Completion Codes
- Automatic and scheduled retry
- Campaign expiry date and scheduling
- Built-in CRM integration for list retrieval
- Historical reporting & Dashboard



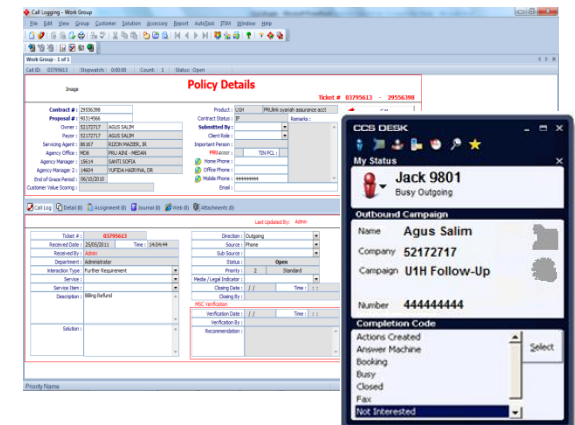
- iPECS CCS offers a variety of selection for campaign modes
 - Preview (single dial or multi-call mode) mode
 - Progressive mode
 - Pre-emptive mode
 - OutCall mode
 - Adaptive & fixed anticipation thresholds
- Reporting with CCS Report
 - Agent Productivity, Campaign Performance, Disposition Codes, etc
 - Historical & Real-time
 - On-demand or Scheduled Delivery
 - Business Intelligence Dashboard
 - CCS Report API for integration with CRM



- iPECS CCS Call with CCS Q
 - Seamless blending between inbound & outbound
 - No need a separate set of agents for inbound & outbound
 - No need to log out from CCS Q queues to work on CCS Call campaigns.
 - HMP ports can be shared between CCS Q and CCS Call.



- Screen
 - Campaign & agent monitoring for supervisor
 - After Call: agent must choose completion code
 - CRM screen pop when CCS Call Outbound Campaign call is assigned to agent. Button to dial the number is available



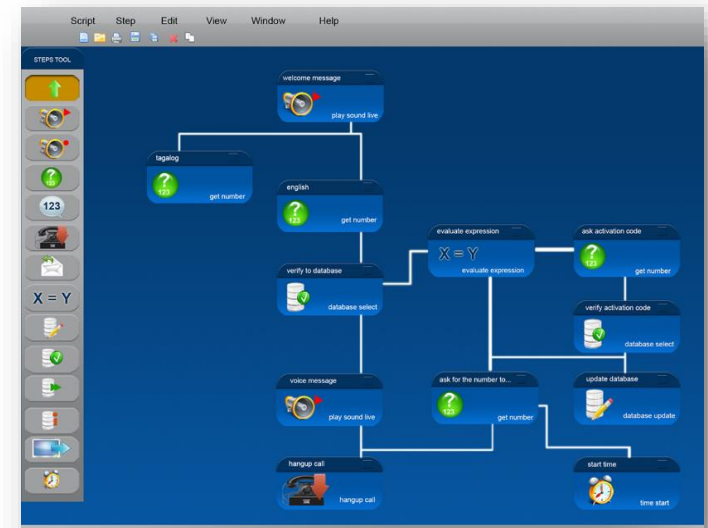
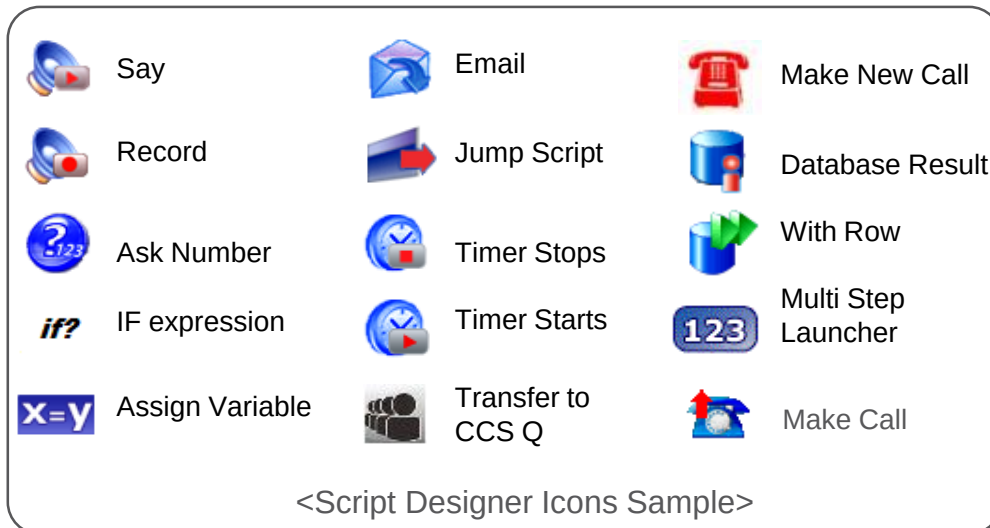
- Intelligent IVR(Interactive Voice Response) and work flow design
 - Offer your customers automated self-services without operator involvement
 - Taking care of transactions and services without personal interaction.
 - Customer DB or CRM integration, SQL Database architecture

- iPECS CCS IVR with iPECS CCS Q
 - CCS Q and CCS IVR can seamlessly blend together
 - HMP ports can be shared between CCS Q and CCS IVR
 - Send a call from CCS IVR to CCS Q
 - Customer identification
 - Account verification
 - Send a call from CCS Q to CCS IVR
 - Payment
 - Customer survey

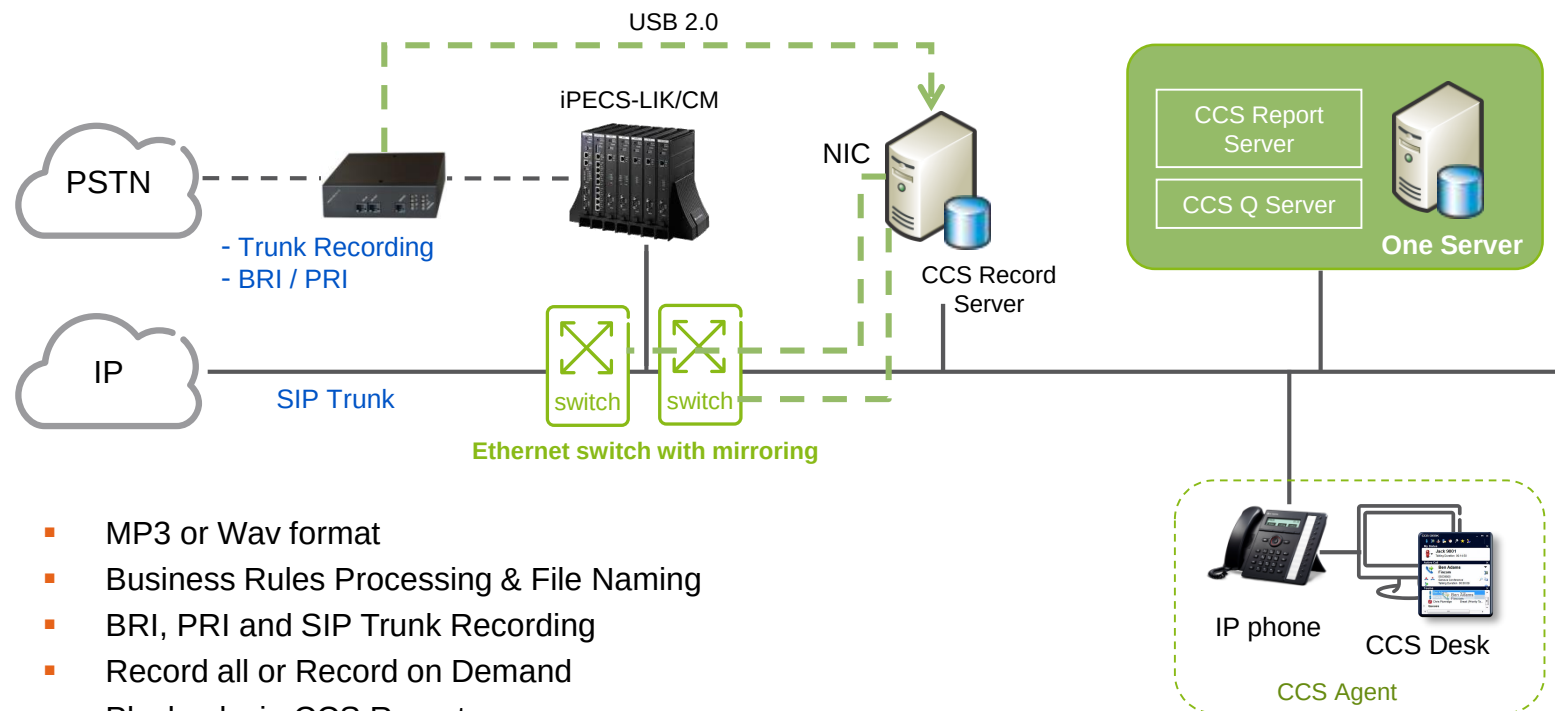


■ CCS IVR Script Designer

- Scenario using scripts based IVR
- Drag & Drop supported
- Easy to understand with ICON
- Say, Ask number, Record, Make / Hang up call, DB integration, Email, Timer control, Integrated with CCS Q, control payment and ETC.



Voice recording module



- MP3 or Wav format
- Business Rules Processing & File Naming
- BRI, PRI and SIP Trunk Recording
- Record all or Record on Demand
- Playback via CCS Report
- Encrypted recording (3DES)
- Export to WMA format
- Virtual Server is not supported



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Ordering Information



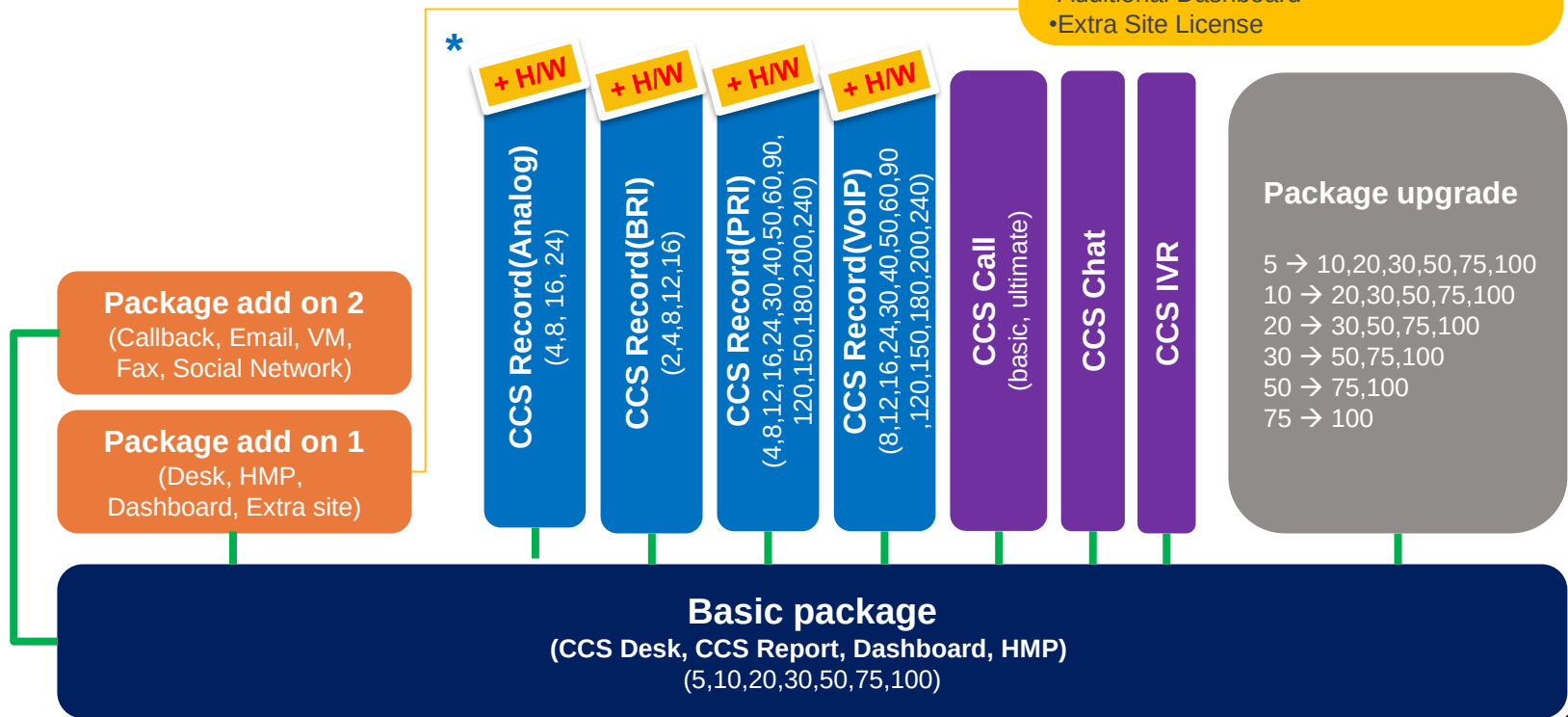
licenses

* H/W will be sent by C.O.D.(Cash On Delivery).

CCS Report (Standalone)

CCS Report
Additional Report User license
Additional Extension (100, 1000)

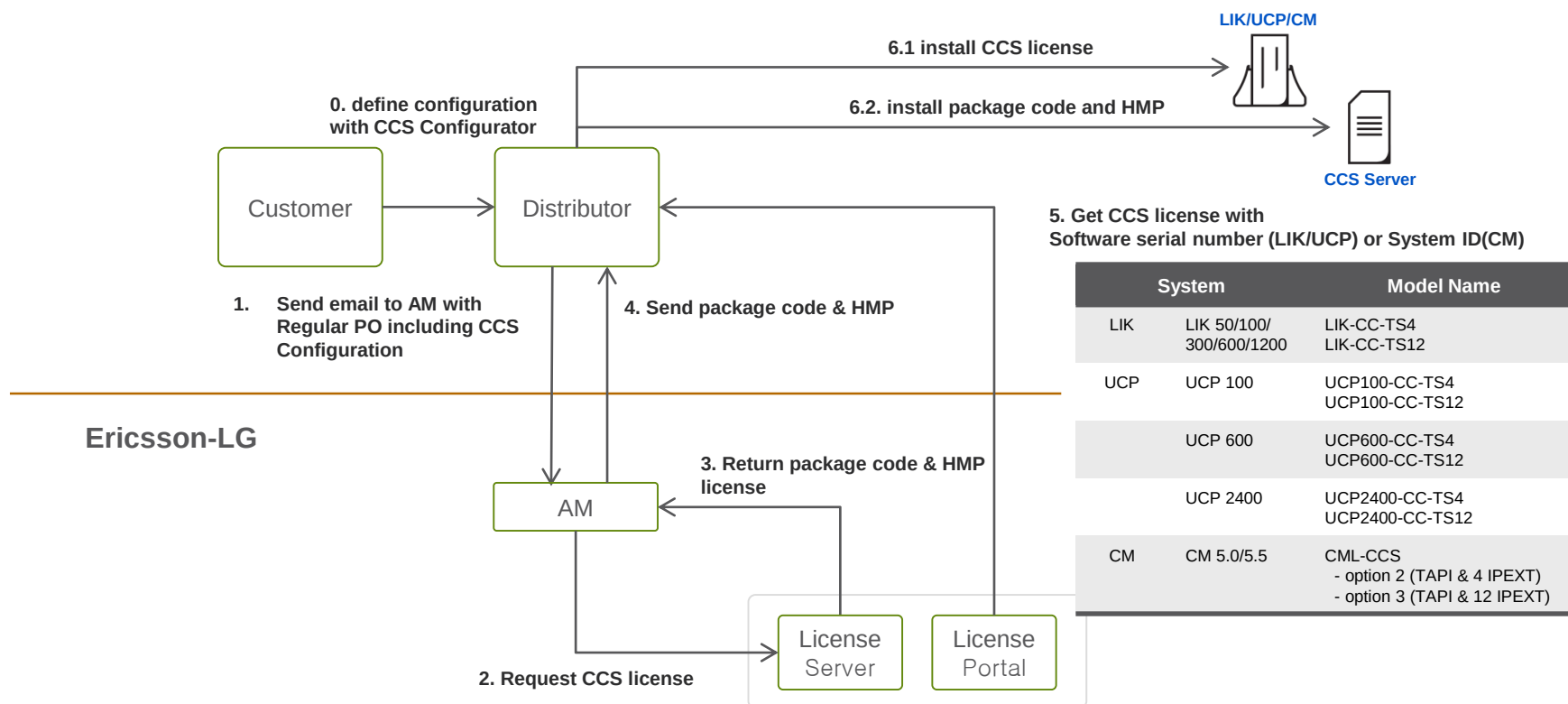
- Additional Dashboard
- Extra Site License



10% software maintenance fee will be charged by sales item.

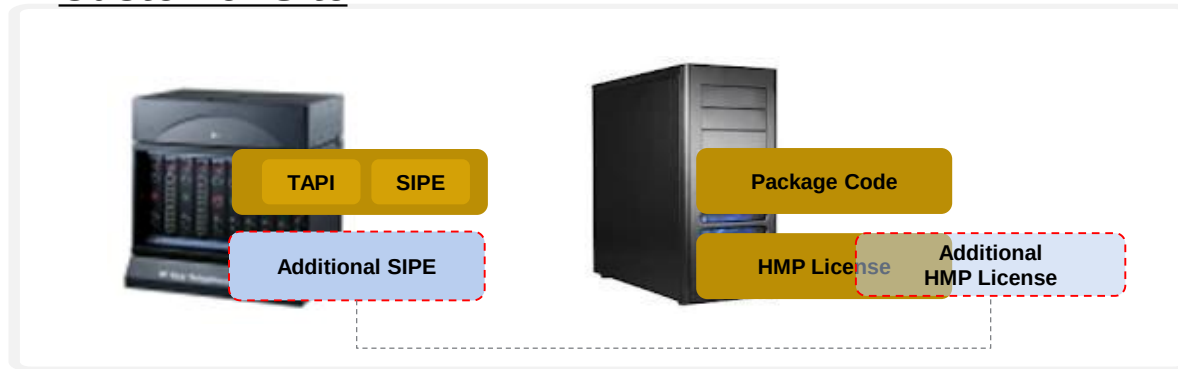
CCS Licensing Process

- Distributors should prepare three license for the CCS installation on their customer site
 - CCS package code by email from ELG AM
 - HMP license and link by email from ELG AM
 - CCS license for TAPI and 4/12 SIP Extension from license portal



Licenses installation

Customer Site



- **TAPI** **SIPE** CCS license for call server
 - License download from Global Partner Site
 - TAPI enable and default SIP Extensions(4/12)
- CCS license for CCS Server
 - **Package Code** package code by email from regional ELG AM
 - **HMP License** HMP license
- Need more HMP License?
 - Purchase additional HMP license
 - Need to purchase additional SIP extension together
- Need additional option modules?
 - Re-licensing process with CD key

License Example in LIK:

System License* : d6d55b6f79534aa9
Package Code : XB8LTBX67I
HMP License : 118943

* In case of CM/UCP, License File is released

CCS Record H/W delivery

- BRI/PRI recording has its own H/W device to capture the voice data
- The price of BRI/PRI recording license includes the price of H/W device.
- Address to be delivered should be given to regional AM with product order
- It takes within 2 weeks by DHL to be delivered

Recording Type	BRI	PRI	VoIP
Device			No H/W

CCS Configurator

- Initial configuration for the adoption of CCS
 - Licensing for both of CCS and Call server
 - Easy and intuitive usage
 - Automatic error indication by internal constraint condition
 - Price setup by the distributor or dealer
- Download from Global Partner Web
 - Global Partner Web → library → iPECS CCS → Marketing Materials

Data initialization

Which iPECS Call Server do you want to use?

iPECS UCP2400

How many Agent (including supervisor/administrator) do you want to use?

0

0~250

How many Dashboard do you want to use?

0

0~50

How many SIP channel do you want to use for Announcement?

0

0~50

How many ISDN PRI CO do you want to use?

0

0~240

Specify the number of ISDN PRI channel for Recording

0

0~240

How many ISDN BRI CO do you want to use?

0

0~240

Specify the number of ISDN BRI channel for Recording

0

0~32

How many SIP CO do you want to use?

0

0~240

Specify the number of SIP channel for Recording

0

0~240

How many Analog CO do you want to use?

0

0~240

Specify the number of Analog CO port for Recording

0

0~240

How many user want to access Report Server concurrently?

0

0~10

Do you want to use Call back in Queue feature?

No

Do you want to use Web Call back feature?

No

Do you want to use Mail (E-Mail/VoiceMail/FaxMail) Queuing?

No

Do you want to use SNS(Facebook, Twitter) Queuing?

No

Do you want to use Mobile SMS Queuing?

No

How many CCS Agent wants to use Web Chat ?

0

0~250

Do you want to use Outbound Telemarketing Tool?

No

Do you want to use IVR(Interactive Voice Response) with Call Scenario Scripter?

No

How many extension do you want to monitor for Traffic & Billing management?

0

0~30,000

How many PBX are connected to this Reporting Server for Traffic & Billing?

0

0~10

category	Model Name	PDM code	Unit Price	Quantity	Amount
System License (LR)	UK-CC-TS4	TSWA9083901	0.00		0.00 USD
	UK-CC-TS12	TSWA9083901	0.00		0.00 USD
	UK-3SPC-STG	TSWA9042401	1.00		0.00 USD
System License (UCP100)	UCP100-CC-TS4	TSWA9092201	0.00		0.00 USD
	UCP100-CC-TS12	TSWA9092401	0.00		0.00 USD
System License (UCP600)	UCP600-CC-TS4	TSWA9097101	0.00		0.00 USD
	UCP600-CC-TS12	TSWA9097102	0.00		0.00 USD
	UCP600-3SPEXT	TSWA9094001	1.00		0.00 USD
System License (UCP2400)	UCP2400-CC-TS4	TSWA9100801	0.00		0.00 USD
	UCP2400-CC-TS12	TSWA9100902	0.00		0.00 USD
System License (CM)	CM-CCS	TSWA9052601	0.00		0.00 USD
	CM-3SPEXT	TSWA9092401	1.00		0.00 USD
CCS Package	CCS-PAC-5	TSWA9044201	1.30		0.00 USD
	CCS-PAC-10	TSWA9044301	1.30		0.00 USD
	CCS-PAC-20	TSWA9044401	1.30		0.00 USD
	CCS-PAC-30	TSWA9044501	1.30		0.00 USD
	CCS-PAC-60	TSWA9044601	1.30		0.00 USD
	CCS-PAC-75	TSWA9044701	1.30		0.00 USD
	CCS-PAC-100	TSWA9044801	1.30		0.00 USD
CCS Pac Addon	CC-OSK-PK	TSWA9051101	1.30		0.00 USD
	CC-SM	TSWA9053601	1.30		0.00 USD
	CC-HMP	TSWA9053501	1.30		0.00 USD
	CC-DB	TSWA9044901	1.30		0.00 USD
CCS Record Bk Trunk	CC-REC-B2	TSWA9051101	1.30		0.00 USD
	CC-REC-B4				
	CC-REC-B8				
	CC-REC-B12				
	CC-REC-B16				
CCS Record PRI Trunk	CC-REC-P8				
	CC-REC-P12				
	CC-REC-P16				
	CC-REC-P24				
	CC-REC-P30				
	CC-REC-P40				
	CC-REC-P50				

Data initialization

How many extension do you want to monitor?

0

0~30,000

How many Dashboard do you want to use?

0

0~10

How many user want to access Report Server concurrently?

0

0~10

How many PBX are connected to the Report Server?

0

0~10

Billing and Traffic Report Configuration

Model Name	PDM code	Unit Price	Quantity	Amount
CC-A-REP	TSWA9050101	1.30		USD
CC-A-REP-D	TSWA9050201	1.30		USD
CC-DB	TSWA9044901	1.30		USD
CC-A-REP-EH	TSWA9050401	1.30		USD
CC-A-REP-ES	TSWA9050501	1.30		USD
CC-A-REP-MG	TSWA9101301	1.30		USD
CC-A-REP-SL	TSWA9050601	1.30		USD
Total Amount				0.00 USD

Deployment



Recommended H/W

■ CCS Package

CCS Package Recommended Hardware					
Install Scope	Up to 15 CCS Agents with 100 Calls Maximum Per Day	Up to 30 CCS Agents with 300 Calls Maximum Per Day	Up to 50 CCS Agents with 600 Calls Maximum Per Day	Up to 50 CCS Agents with 1000 Calls Maximum Per Day	More than 50 CCS Agents with more than 1000 Calls Per Day
Dedicated CCS Server Required	Yes	Yes	Yes	Yes	Yes
Dedicated SQL Server Required	No	No	No	Yes	Yes
Virtual Server Possible	Yes	Yes	Yes	Yes	Yes
Operating System	Windows 7 Professional or Windows Server 2008 R2 (32bit or 64bit)	Windows Server 2008 R2 (32bit or 64bit)	Windows Server 2008 R2 (32bit or 64bit)	Windows Server 2008 R2(64bit)	Windows Server 2008 R2 (64bit)
Minimum CPU	I3 2120 3.3Ghz	I3 2120 3.3Ghz	I3 2120 3.3Ghz	I3 2120 3.3Ghz	I3 2120 3.3Ghz
RAM Requirement	4 GB	4 GB	4 GB	6 GB	8 GB
Hard Drive Space Required	40 GB	40 GB	40 GB	100 GB	200 GB
USB Ports Needed	0	0	0	0	0

Additional Requirements:

1. IIS installed with every features enabled
2. SMTP Server for report delivery via email
3. SMDR enabled on the PBX
4. Server must be compatible with PABX TSP software

Recommended H/W

■ CCS Report

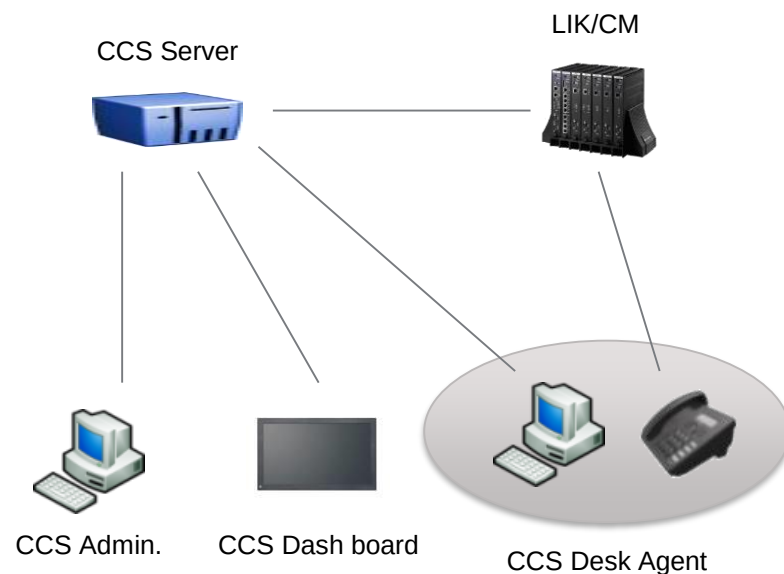
CCS Report Recommended Hardware				
Install Scope	Up to 100 Calls Per Day	Up to 500 Calls Per Day	Up to 1000 Calls Per Day	More than 1000 Calls per day
Dedicated CCS Server Required	Yes	Yes	Yes	Yes
Dedicated SQL Server Required	No	No	Yes	Yes
Virtual Server Possible	Yes	Yes	Yes	Yes
Operating System	Windows 7 Professional or Windows Server 2008 R2	Windows 7 Professional or Windows Server 2008 R2	Windows 7 Professional or Windows Server 2008 R2	Windows 7 Professional or Windows Server 2008 R2
Minimum CPU	I3 2120 3.3Ghz	I3 2120 3.3Ghz	I3 2120 3.3Ghz	I3 2120 3.3Ghz
RAM Requirement	4 GB	4 GB	6 GB	8 GB
Hard Drive Space Required	40 GB	40 GB	100 GB	200 GB
USB Ports Needed	0	0	0	0

Additional Requirements:

1. IIS installed with every features enabled
2. SMTP Server for report delivery via email
3. SMDR enabled on the PBX

Basic Package Deployment

Network Diagram

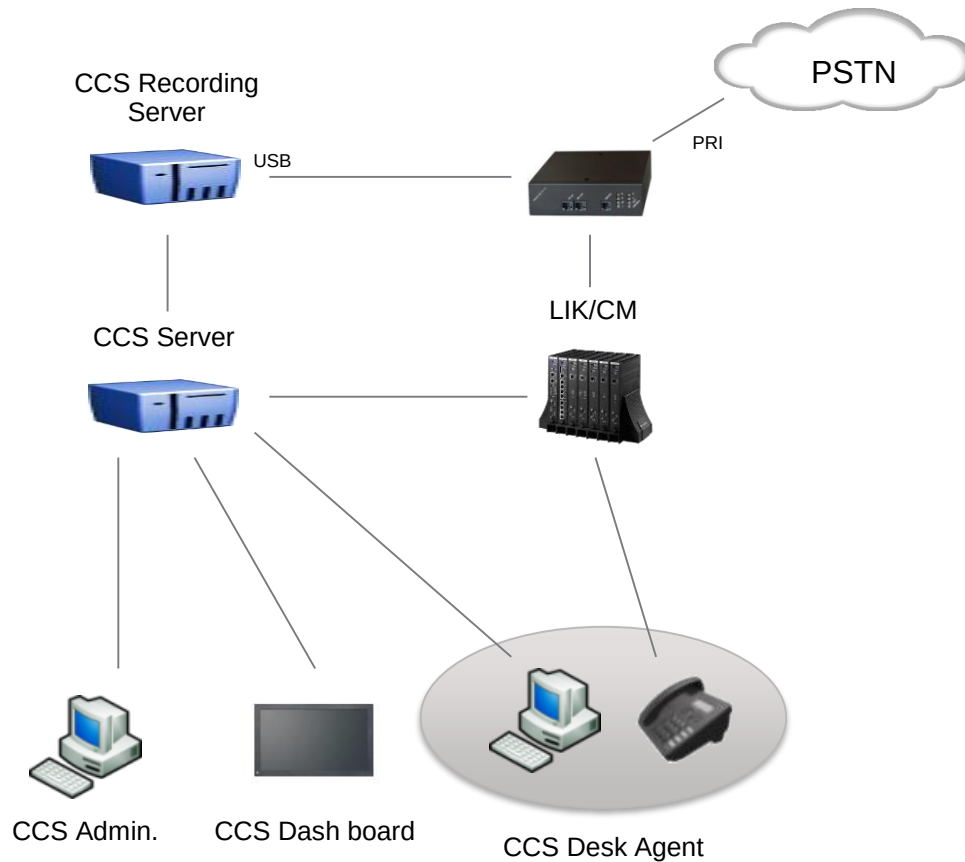


License

LIK-CC-TS4	1	CCS License for LIK
CCS-PAC-5	1	CCS Package 5 users

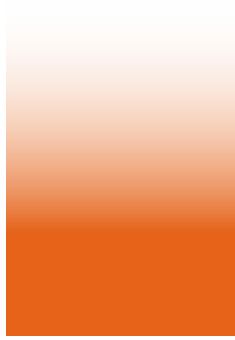
iPECS CCS with CCS Record deployment

Network Diagram



License

LIK-CC-TS4	1	CCS License for LIK
CCS-PAC-20	1	CCS Package 20 users
CC-REC-P12	1	Device included



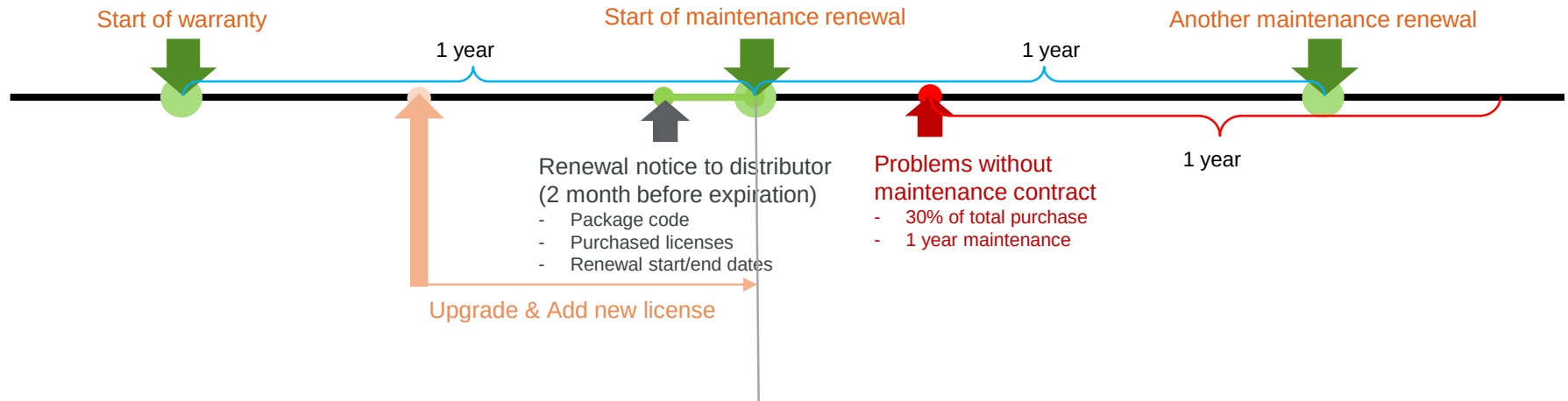
iPECS
Your Communications Solution

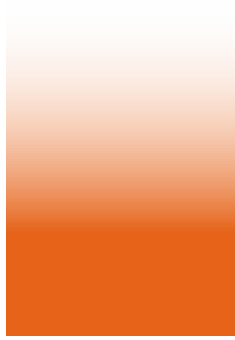
Software Assurance



Renewal of Software Assurance Contract

- Start of warranty
 - Installation of CCS with package code
- Software assurance contract with customer after 1 year warranty
 - Software assurance expiration notification from Ericsson-LG one month before the expiration
 - Maintenance items with 10% price of each sales items in iPECS CCS ordering table
 - Should order maintenance items of all purchased items
- Warranty of added license in the middle of warranty is expired with existing license
- ELG releases the document with explicit assurance duration.
- Upgrade during warranty does not make warranty be prolonged.



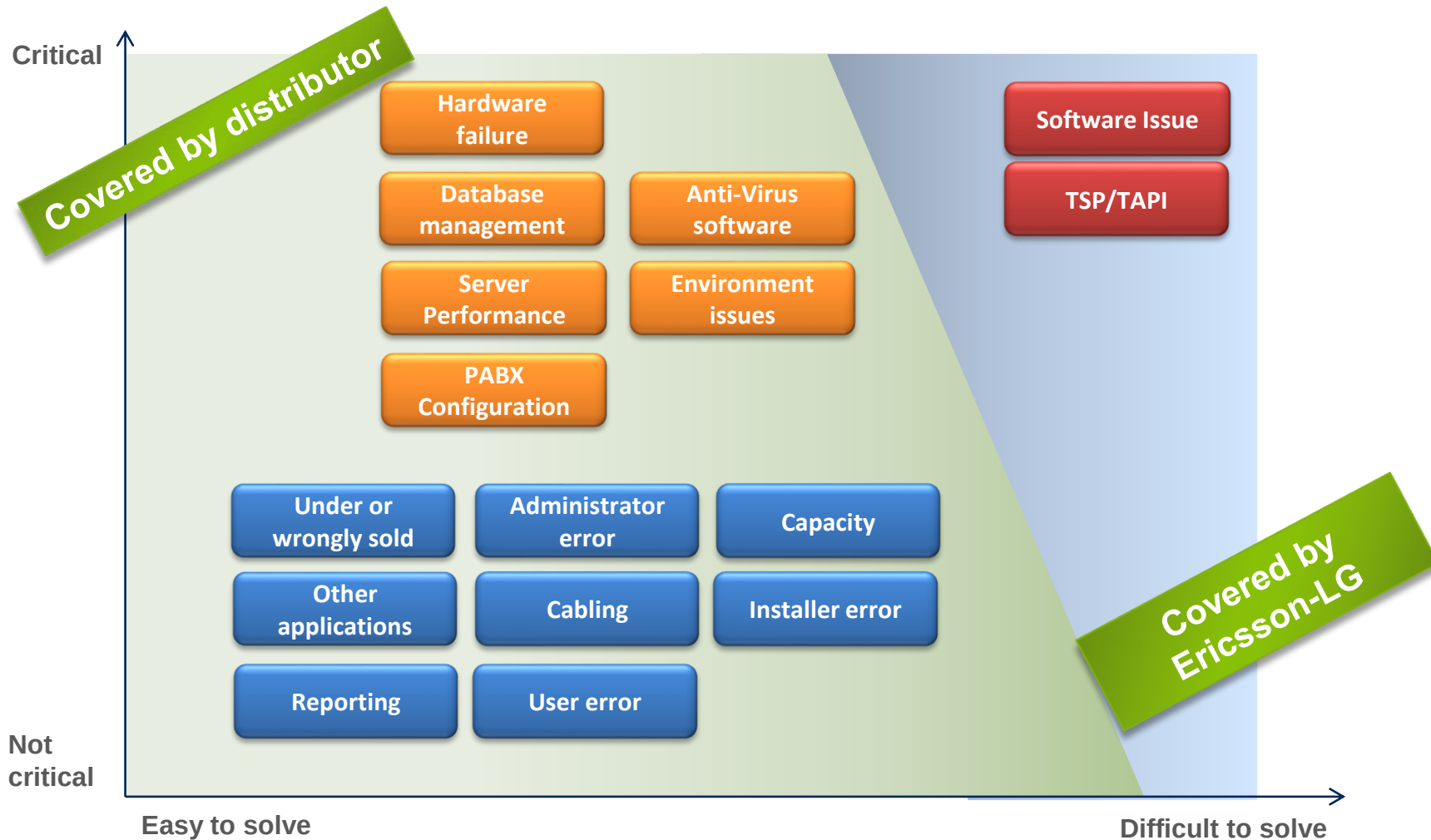


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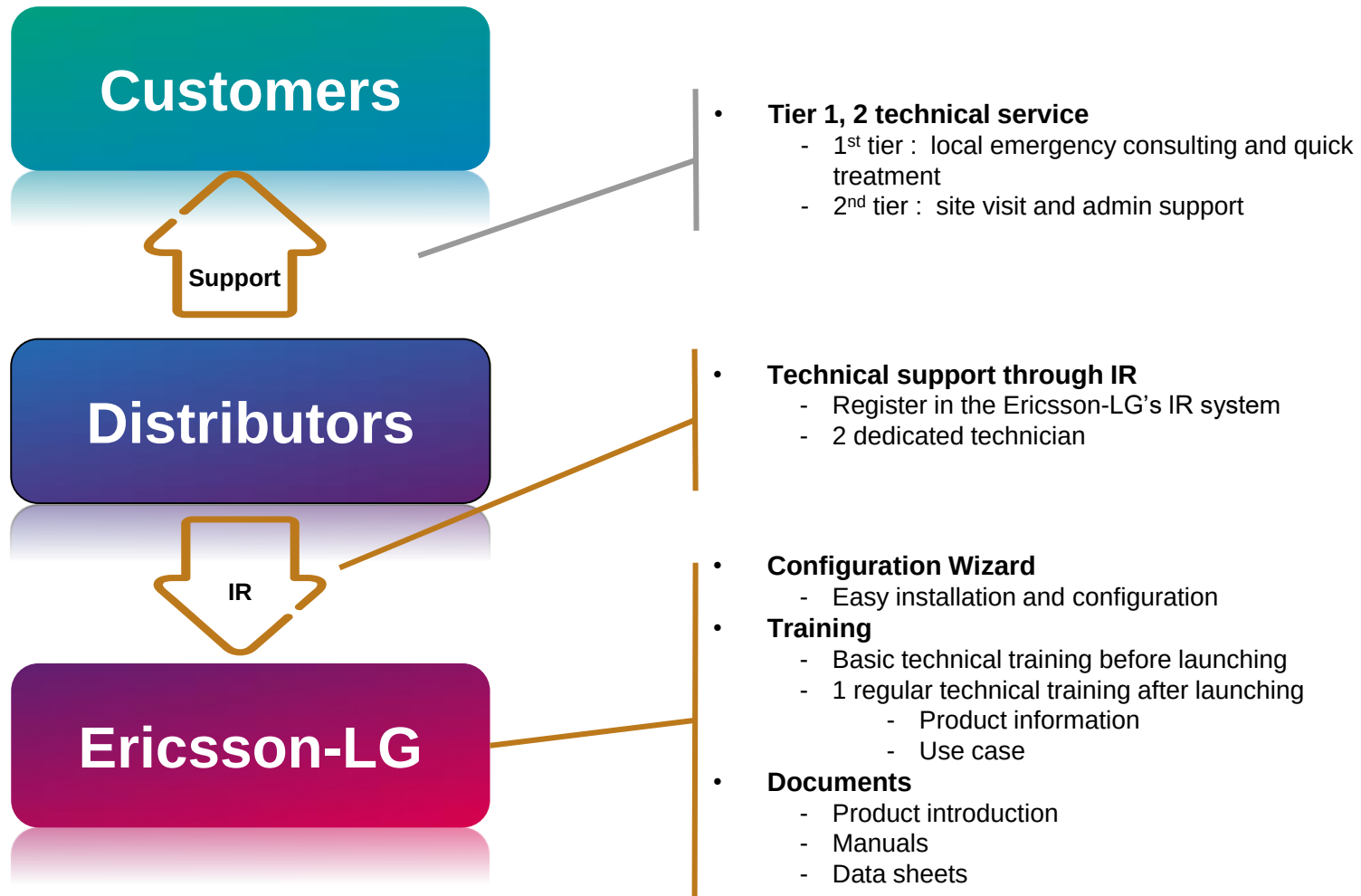
Support

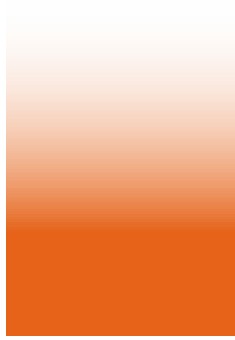


Support Strategy



Technical Support





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BACKUP

Supported CRM version

 Microsoft Dynamics CRM	Dynamic CRM 4/2011/2013
	Salesforce.com 4 (Desktop integration)
	ACT! 2013
	GoldMine 9.0
	HEAT 4
	Maximizer Enterprise 11
	SalesLogix 8.0
	SimPro
	Xplan
	Any version of MS Outlook
	Any ODBC datasource

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