

Avaya and INI

Providing Self-Service and System Integration Solutions

Self-service and system integration solutions can provide customers with a competitive advantage, through increased efficiencies, reduced costs and enhanced customer satisfaction.

Interactive Northwest, Inc. (INI), a Platinum-level member in the Avaya Developer*Connection* program, provides self-service and system integration solutions for the following Avaya products:

- **Avaya Interactive Response (IR)** – An interactive voice response system for automating telephone transactions, IR helps organizations evolve their self-service architecture to take advantage of the latest web and voice technologies.
- **Avaya Voice Portal** – A web services based software platform, Voice Portal helps organizations deliver efficient and satisfying voice self-service applications by combining the power of open standards, web and IP telephony.
- **Communication Manager Application Programming Interface (CMAPI)** – An open, standards-based, Java and XML programming interface, CMAPI provides developers with a form of first-party call control to create next generation communication applications that directly leverage and extend the rich Voice over IP (VoIP) features of Avaya Communication Manager.

Custom Self-Service Solutions

INI provides a complete suite of services and software for the design, implementation, deployment and ongoing support of custom self-service solutions. Over the years, it has delivered both application-specific (e.g., automated account inquiries, customer service and call center operations) and industry-specific solutions. In particular, INI offers:

- **Platform migration services**, as companies move to more robust self-service capabilities
- **Information-access solutions**, automating a caller's ability to access important information
- **Call-routing applications**, including applications specifically designed for call center support, TDD recognition and prompting, and speech recognition
- **Automated inbound and outbound notification applications**, utilizing multimedia channels such as voice, web, fax, pager, e-mail and TDD
- **Information collection** via voice, Touch-Tone, fax, TDD and integration with web services

- **Transaction applications**, including host access and payment processing capabilities

Beyond specific applications, INI also provides comprehensive and customer-focused system management capabilities that automate and facilitate system administration. These enhancements to standard system functionality address the needs of a wide range of system administrator skills. INI offers ongoing support and training expertise to help ensure the effective use and administration of the self-service applications.

Self-Service Solutions

In addition to custom system integration and software development, INI offers horizontal and vertical market self-service solutions for the Avaya platforms. These solutions are built on core modules developed through years of field experience. They are now available as flexible applications that can be tailored to a company's or industry's specific customer-interaction needs and operational requirements.

INI's cross-industry solutions leverage the latest speech, database and Internet technologies to achieve financial, productivity and customer satisfaction enhancements in key areas of business. Among them, these include Interactive Voice Response (IVR) applications for:

- Employee and Department Directory
- Benefits information access and updating
- Help Desk tracking, notification and dispatch
- Expected Wait Time/Place in Queue
- Bulletin Board/Information Services
- Access to Stored Customer Information, including account inquiry, order status and policy information
- Time Clock Reporting, allowing remote workers to "clock in" by phone

INI can also tailor its core technology and applications to the unique needs of specific industries with its vertical market solutions. These IVR applications help streamline service and improve customer communications for finance, banking, insurance, education, retail, healthcare, utilities, technology and government organizations.

System Integration Solutions

Working directly with its clients and partners, INI's system integration team contributes system design, software development, project management, deployment, training and ongoing support services for a variety of interactive voice response, speech recognition and text-to-speech solutions.

The company's project managers and software engineers are experienced in software development on a variety of platforms, in a variety of computer and communication system environments, including IVR, computer telephony integration (CTI), speech recognition, voice mail, Internet and PBX integration. INI uses industry-standard and custom technology tool sets developed through years of field experience to provide an optimal solution and consistent software quality for both the client and its end users.

System Requirements

System requirements for Self-Service Solutions involve the use of an Avaya IR or Avaya Voice Portal platform with an appropriate number of ports. The actual system size and load are defined based on customer requirements and anticipated call volumes.

In addition, other servers may be involved with implementation of an application. This is true for speech recognition servers, Text to Speech servers, and potentially other integration servers.

In many cases, related software, provided by Avaya and/or through third-party suppliers, may be required. Examples include Oracle, Cleo, Nuance Speech and Text To Speech licenses. Specific application and environmental considerations define what is needed.

Depending on the methodologies employed in solution development, various versions of Avaya Communication Manager may be required. Contact INI for specifics.

ABOUT DEVCONNECT

The Developer*Connection* Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at www.devconnectprogram.com

About INI

Interactive Northwest, Inc. (INI) was founded in 1992 to provide custom communication solutions built on leading IVR and telephony platforms. One of the first companies to provide combined expertise in network and host connectivity, database integration and telephony networks needed to deploy advanced communication solutions, INI is recognized today for its expertise in the voice response, speech recognition and CTI arenas.

In particular, INI develops for the Avaya IR system and the Avaya Voice Portal, typically closely integrated with Avaya Communication Manager. The company provides web-based administration and reporting capabilities on the Avaya IR and Avaya Voice Portal platforms; it also focuses on web services as a preferred method of integration.

Deep technical expertise in networking, operating systems, database integration and computer telephony, and talent for natural end-user dialog design differentiate INI from other suppliers of self-service applications.

INI is headquartered in Tualatin, Oregon. For more information, visit www.interactivenw.com.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: www.avaya.com.

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