

PRODUCT BRIEF

## Avaya and Spectrum Collecting and Distributing Real-Time Data

To perform their jobs, workers in many industries rely on key performance metrics. What is the best way to collect and deliver this information to the people that need it most?

Spectrum Corporation, a Platinum-level member in the Avaya DeveloperConnection program, meets this need with Ultra-Link software. Ultra-Link software collects real-time and historic statistics from the Avaya Call Management System (CMS) and combines them to form key performance indicators (KPIs) or business metrics. The data is displayed as critical information to plasma screens, desktop screen pops, wallboards/readerboards, XML Web pages, email and mobile devices. Ultra-Link can accommodate more data sources while distributing data to a wide array of display options. The software includes an easy to use Graphical User Interface, enhanced alarming and messaging features that allow statistical data to be viewed by more people in different environments.

Spectrum's Ultra-Link works with Avaya CMS, a database, administration and reporting application. With Ultra-Link, CMS lets customers monitor and analyze their contact center performance, viewing live, real-time information and immediately seeing the results of their adjustments.

### Features

Spectrum's Ultra-Link has the ability to communicate with legacy systems. It also includes:

- Easily scalable software ideal for a growing business

- Easy-to-view real-time information and statistics
- User-friendly functions that allow users to set up scheduled messages or send instant critical messages

Ultra-Link enables business to:

- Align performance with corporate goals by assigning thresholds to KPIs

- Provide a converged view with data from unique sources
- Improve customer service and first call resolution
- Send critical data to a plasma screen and enhance its effectiveness by adding live video
- Email queue stats and automatic call distribution (ACD) queue stats to managers and agents
- Display real-time statistics and business metrics to the desktop using Data-pop, Ultra-Link's screen-pop software option (Data-pop displays collected data from Ultra-Link right on the desktop, which is perfect for employees with an obstructed view of the wallboard or plasma screen.)
- Communicate threshold violations or critical changes through messages and color-coded statistics
- Send alerts or alarms through the Web or email

SKILL	CW	OCW	ASA	IN	WORK	STF
SALES	2	2	0:16	0	0	1
SERVICE	2	2	0:41	0	2	2
HLP DSK	0	0	0:00	1	1	2

Data-pop will display real-time statistics on the screen-pop with color thresholds similar to a wallboard.

### Industry Benefits

Ultra-Link's benefits extend to many industries.

Examples include:

- **Financial** – Along with traditional statistics, display headline financial news
- **Healthcare/Insurance** – Show training videos and messaging to cover government regulations on privacy
- **Utilities** – Provide training and display real-time weather
- **Retail/Catalog Houses** – Cover new products in latest catalog release



- **Government** – Offer on-going training and up-to-date news
- **Hospitality** – Display current weather and news

### System Requirements

Contact Spectrum for System Requirements.

### 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](http://www.devconnectprogram.com)



Ultra-Link collects real-time and historical data and displays key data to plasma screens using VectraView software, wallboards, desktop screen-pops, email, XML web pages and mobile devices.

### About Spectrum

Headquartered in Houston, Texas, Spectrum Corporation is a global sales organization specializing in real-time display technologies to the telecommunications industry. Since 1971, Spectrum has consistently been an innovative leader offering a "total solution" that maximizes performance and increases efficiency for the contact center. The company has installed software and hardware in FORTUNE 100 and 500 companies worldwide. Spectrum's real-time reporting and alerting software delivers database statistics, metrics and critical messages to plasma screens, wallboards, desktop screen pops, XML web pages, email and mobile devices. Award-winning products include software applications, state-of-the-art display devices such as IP wallboards, plasma screens and integration/installation services.

Spectrum's Ultra-Link software solution was awarded Product of the Year by Customer Interaction Solutions in 2004. The product has been installed in many locations around the world, including the first Asia Pacific installation in the Philippines in 2004. In 2006, Ultra-Link was successfully integrated with VectraView, an award-winning plasma screen software.

For more information, visit [www.specorp.com](http://www.specorp.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](http://www.avaya.com).

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