



EPICAcce - The Industry's First PBX Agnostic Enterprise Grade Contact Center Technology



@ The Heart of Your Business

INTRODUCTION

Consolidation of IT resources, the globalization of business services and assets, and the need to meet the demands of a growing virtual workforce, require new levels of corporate communication flexibility, efficiency, adaptability and productivity. Contact centers have become a necessary and required part of the corporate communications landscape for businesses of all sizes. Like other entities in the IT infrastructure, contact centers must also be able to grow and evolve dynamically to ensure the business efficiency of the organization as a whole.

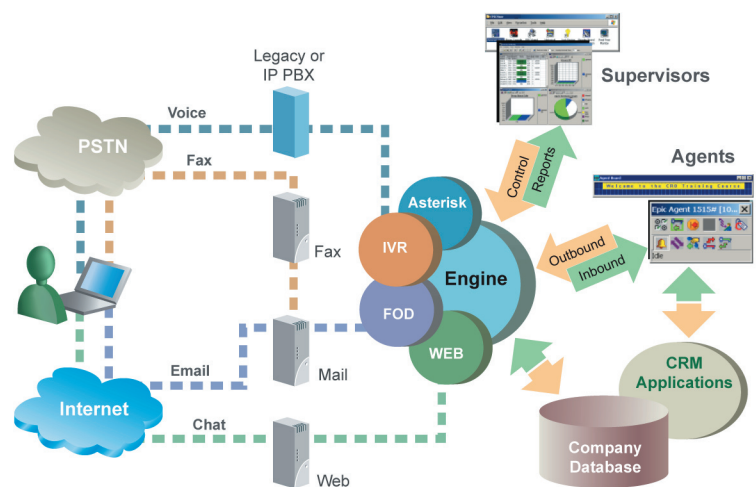
EasyRun has been designing and selling best of breed contact centers solutions since 2002 and has over 1000 customers worldwide. The EPIC product line represents one of the industry's most intuitive, innovative, flexible and powerful multimedia contact centers in the industry.

Historically customers have been locked into deploying contact centers that were compatible with their existing (proprietary) voice infrastructure. The proprietary nature of these systems has made them complex, expensive and difficult to maintain and upgrade.

EPICAcce – breaks this paradigm by offering the industry's first Enterprise-Grade PBX agnostic contact center solution. Because the product ships loaded with a full Asterisk based voice infrastructure it can be integrated seamlessly into the customer's existing legacy (TDM) or VoIP environment. This flexibility allows organizations to save on capital expenditures by retaining and optimizing their installed IT and voice infrastructure, while benefiting from a best of breed multimedia contact center.

EPICAcce delivers a variety of basic and advanced, voice services that include: connectivity to the CO or other PBX's, SIP VoIP phones, redundancy and call recording.

This White Paper delivers a brief overview of the features and benefits included with EPICAcce and EPICAcce Pro. EPICAcce delivers entry level functionality while EPICAcce Pro is designed for larger, more robust contact center environments. For more information on EasyRun products visit www.EasyRun.com



PRODUCT DESCRIPTION

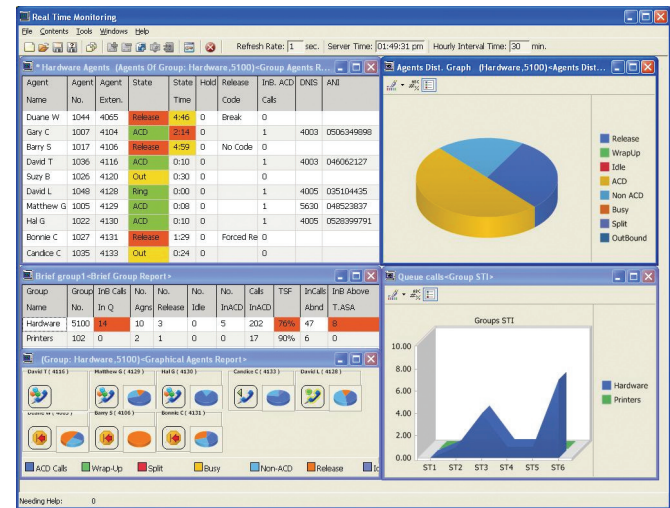
EPICAcce represents a comprehensive VoIP Contact Center solution designed to control, manage, monitor and support multi-media blended inbound/outbound corporate communication channels. The Product is PBX agnostic, offers advanced communication capabilities, is easy to install and delivers immediate ROI through dramatically increased contact center and efficiencies. It comes with a robust set of implementation tools which allow rapid and seamless implementation.

EPICAcce bundles a full feature multimedia contact center solution with a robust open source voice solution (Asterisk). The product (which runs on the Linux Operating System) delivers:

- A set of sophisticated intelligent routing mechanisms designed to compliment and optimize multi-media Contact Center environments
- An integrated Interactive Voice Response (IVR) solution set that provides extensive capabilities for automated services and flexibility in deployment
- A full featured VoIP (Asterisk based) layer that provides a comprehensive voice infrastructure, supports SIP hard and soft phones for agents and standards-based interfaces to other company PBX's - as well as to the CO
- Outbound dialers that support either progressive or predictive algorithms as well as preview options
- Full call recording capabilities
- Cradle to Grave capabilities which allow the product to trace, capture and report on call process flows from the second they enter the contact center until the call is terminated
- Comprehensive control capabilities directly from the supervisor screen
- Activity trend monitoring within the contact center, delivering detailed historical and real-time statistical data on contact center activities
- An intuitive Graphical Call Control Script (GCCS) which allows easy implementation and maintenance of interactive call flows
- Seamless and intuitive integration with existing company databases and CRM applications

EPICVisor - is a suite of management applications running on Windows that allows managers and supervisors to handle contact center activities, monitor and control agents' performance and generate real-time and historical statistical reports. These intuitive reporting tools and customizable

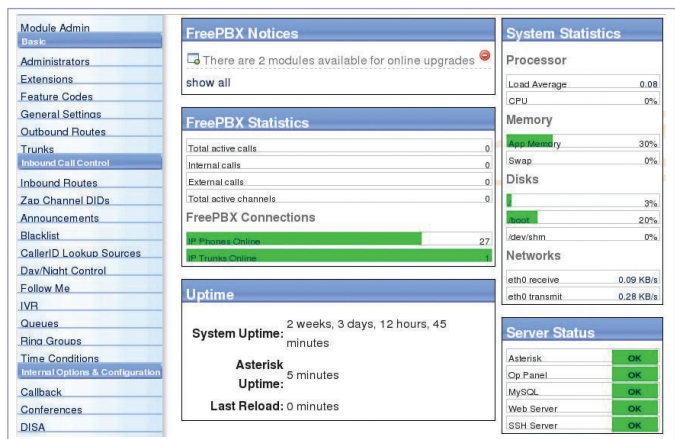
alerts allow optimal management of resources and multi location agents.



EPIC Agent - provides a user friendly intuitive Windows based GUI for local and remote agents to use when logged into the EPIC Contact Center environment.



Asterisk - is the world's leading open source PBX telephony engine, and telephony applications solution. It offers unmatched flexibility in a world previously dominated by expensive proprietary communications systems. The Asterisk solution offers a rich and flexible voice infrastructure that integrates seamlessly with both traditional standards-based telephony systems as well as advanced VoIP systems. Because the EPICAcce appliance includes a full Asterisk Voice Solution it can be integrated seamlessly into any existing voice infrastructure. For more information on Asterisk visit <http://www.asterisk.org>



EPICAcce ADDITIONAL DETAILS

- The EPICAcce Appliance which comes loaded with a full contact center and Asterisk voice communications solution software
 - The appliance can be ordered with a variety of telephony interface cards
 - The software components include the Linux operating system, Asterisk voice infrastructure and EPIC contact center software
- EPICAgent toolbars for agent PCs with dedicated SIP VoIP hard or soft phones
- EPICVisor applications which can be loaded on manager and supervisor machines

Standards Based Voice Links Include:

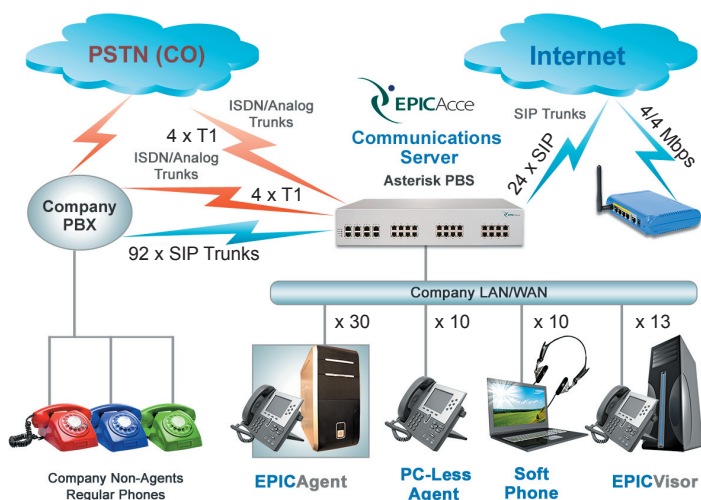
EPICAcce can be seamlessly integrated with the existing company PBX or CO through standard voice links including:

- Digital: ISDN BRI and PRI (T1, E1)
- Analog: FXO/FXS
- TCP/IP: SIP Trunks or SIP Media Gateways

For more information on EPICAcce options, features or pricing email ERMarket@easyrun.com

GENERAL IMPLEMENTATION EXAMPLE

Background - The Acme Company has an existing telephony solution with an existing PBX and phones. They have trunks connections to the PSTN. They decided to purchase the EPICAcce Pro Contact Center Solution for their new 150 agents/13 supervisors contact center. The sample site implementation follows:



EPICAcce Appliance – In this example a single EPICAcce appliance was installed. The appliance (server) consisted of a dual core Intel CPU + 4 x T1, 4 x FSO (Analog Trunks), 4 x FXS (POTS)

- a. Operating System: Linux – CentOS 5.2
- b. Contact Center EPICCAcce V6
- c. Voice Software Asterisk 1.4.xx
- d. Asterisk GUI FreePBX

CO Trunks – Call loads for the Contact Center were evaluated: Maximum calls were estimated at 300 simultaneous. The trunks for the call center were connected and configured as follows:

1. 4 x T1 to the Company PBX – requires 2 T1 slots on the original PBX
2. 4x T1 directly to the CO
3. 92 SIP Trunks to the Company PBX – (it supports SIP trunks)
4. 24 SIP Trunks from a SIP Trunks provider

Agents – The 150 Agents were defined on EPICAcce and assigned to Groups. Twenty seven (27) IRNs were defined for inbound routing. Snom phones are used in this example. The agents were configured as follows:

1. One hundred and thirty (130) agents use Snom 300 hard phones – EPIC Agent was installed on their PCs. Each agent was issued a Plantronix RJ11 headset which was connected to the Snom phone
2. Ten (10) agents use the EPIC Softphone – The application was installed on the agent PCs. Each agent was issued a USB headset connected to the PC.
3. Ten (10) PC-less agents use Snom 300 hard phones with Plantronix RJ11 headset

Supervisors – EPIC Visor workstation was installed on the workstations of the 13 supervisors. They were given Snom 320 phones with Plantronix RJ11 headsets.

Network – The use of G711 codec (requires 64kbps) for the SIP Trunks to the CO requires additional internet bandwidth over the existing internet connected they had. It used to be 2/2 (2 Mbps download and 2 Mbps upload), with the addition of 24 SIP trunks (24 x 64 = 1.536Mbps) the internet connection was upgraded to 4/4 (4 Mbps download and 4 Mbps upload).

Routing Rules – Company PBX telephony routing rules were updated to forward call center calls to the Asterisk PBX on EPIC Engine. Asterisk PBX routing rules were configured to support inter-operability with company non-Agents employees.

Appendix - Features

Features	EPICAcce	EPICAcce Pro
General		
Voice Inbound Routing	✓	✓
Announcements in Queue	✓	✓
Automated Callback/Abandoned Support	✓	✓
Auto Attendant	✓	✓
Voicemail	✓	✓
Caller ID / ANI / DNIS Routing	✓	✓
Overflow/Interflow in Queue Support	✓	✓
Multi Lingual IVR Support (English, Mexican Spanish, Russian, Hebrew, Arabic, Vietnamese,	✓	✓
Real Time Reconfigure	✓	✓
Automated Backup Support	✓	✓
Automated Services (IVR)		✓
Call Recording	Add-On	Add-On
Skills Based Routing		✓
Statistical Routing		✓
External Database Integration (Queries, Updates)		✓
CRM Integration – Screen Pop-Up & Transfer (DDE, ActiveX, Triggers, ODBC)	✓	✓
Callback and on-hook queuing		✓
Outbound Campaigns Dialers (Preview, Progressive, Predictive)	Add-On	Add-On
Inbound/Outbound Multi-Media Blending Calls		✓
Scheduled Specific Routing		✓
Email Routing		Add-On
Chat Calls Routing		Add-On
Web Services Support		Add-On
Web Callback		Add-On
Agent Stations		
Number of Agents	Per License	Per License
Agent Floating License	✓	✓
Remote Agents	✓	✓
SIP Hard Phones	✓	✓

Note: Features that are available at an additional charge are listed as Add On Features. Contact EasyRun Sales for pricing of all Add On Features options.



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