

1999

WINNER

CTI World
Golden
Award

CALL CENTRE SERVICE PROVIDER & ENTREPRENEURIAL
CTI CONSULTANCY OF THE YEAR

Connectivity Managed Network Services

Building strong ties with customers was once an art only conquered by marketing types using a face-to-face approach to sales. But, in a world that sends widgets with the stroke of a key, customer relationships are now the territory of information technology experts, computer whizzes and innovative telecommunications professionals – and right in the middle of it all is Connectivity Contact Centre Solutions. They've brought the realms of computers and telephony together, forming a winning combination of call centre solutions that make the answer to building and sustaining strong customer relations an easy one to find.



Brock Sansom, Connectivity Managed Network Services and Dolly Konzelmann, Awards Committee

Founded in 1997, Connectivity has pioneered the field of network-based computer telephony integration (CTI). In partnership with Genesys Telecommunications Laboratories of San Francisco, Connectivity is providing customer contact solutions to call centres in need of leading-edge technologies, like screen pop, interactive voice response, outbound dialing, intelligent routing, Internet contact centre, blended media, and enterprise wide reporting.

Connectivity's professionals know that the corporate call centre has become a hub of customer contact and interaction. They understand that automation to date has primarily been achieved with specialized equipment such as ACD or IVR hardware – systems that unfortunately tend to isolate the call centre from the rest of the enterprise because they generally have little or no capability for integration with

other business systems such as corporate databases, enterprise applications, or standard desktop applications.

This lack of integration between the backrooms of enterprises and their call centres can be crippling; not to mention the ever-expanding need for around-the-clock operations that allow businesses to provide goods and services to their customers faster and more effectively than ever before. Resting...even slowing down, is not realistic in this competitive industry where voice-only contact is becoming prehistoric. Timeliness and convenience are everything – as the call centre solutions experts at Connectivity appreciate.

Their objective is an innovative one: to create a system whereby advanced call centre services may be found and existing resources better utilized. By combing the expertise, technology and operational processes necessary to implement CTI into a unique monthly service package.

Whether inbound or outbound, Connectivity gives call centres unprecedented control of their calls while strengthening customer relationships, increasing sales opportunities and reducing costs. With Connectivity, call centres draw on information from the enterprise's business system to control and direct customer contacts via telephone, IVR (interactive voice response), fax, e-mail, Web and/or VOIP (voice over IP/Web phone) to the best available agent, while simultaneously popping the customer's profile and history (screenpop) on the agent's screen, and maintaining the attached data with the call wherever it travels in the enterprise.

With this innovative model, Connectivity provisions subscription-based services – thus reducing the upfront capital investment; offering protection against technology obsolescence; incorporating scalability to accommodate changes and growth in business activity; providing flexibility with a pay-for-use approach; and guaranteeing service levels. To ensure a successful implementation, Connectivity works with customers every step of the way, tying all the pieces together

for a more advanced and personalized customer contact solution.

While offering this suite of solutions as a managed service, Connectivity gives its customers a leg up: they no longer have to invest in software or hardware, or shift their focus from their core business to deploy the technical and human infrastructure themselves. Connectivity will design, develop and implement a customer contact solution that meets a business' needs – and manage and maintain it so customers don't have to.

At the heart of the Connectivity's CTI complex is the latest version of the award-winning CTI application software suite (Version 5.1) from Genesys Labs. This software is installed or upgraded, configured, and tested by Connectivity in a lab environment (a replica of the production complex) and must pass through a quality assurance process prior to being moved into service.

The Genesys CTI suite was chosen as the CTI platform for a number of reasons, including installed base / market acceptance, an open architecture approach to integration, breadth of existing functionality, and degree of ongoing development. Not only does Genesys' suite support a wide variety of telephone switches and IVR platforms, but IT professionals will readily recognize the degree of openness in the architecture. It supports most IP-enabled and LAN connected desktop environments, including Windows 3.1, Windows 95, Windows NT, OS/2, Mac, and X-Windows Motif. Furthermore, Connectivity integrates telephony functionality into most business applications, which provide support for one or more of the following APIs: DDE, OLE, OCX, Active/X, HLLAPI, Java, Corba and TAPI. This includes client-server applications from major vendors such as: Clarify, Vantive, Siebel Systems, and Remedy (soon to include SAP), as well as host-based systems through terminal emulation packages such as Rumba and Attachmate. Many applications written in MS Access, Visual Basic, C++, and Power Builder, are also supported.

The managed CTI complex provides the high-availability (HA) production environment for the CTI suite of solutions. The infrastructure comprises active and stand-by enterprise server clusters from Sun Microsystems equipped with SPARC storage Disk Arrays, running the Sun Solaris operating system and Veritas high-availability software. One cluster of servers is dedicated to running the CTI server processes while another cluster is dedicated to providing database access via the Sybase database platform. The servers are connected via an array of intelligent hubs and LAN backbones. The gateway to the complex is through the Hyperstream frame relay network to a hot-standby arrangement of Cisco 4000 routers and Checkpoint/1 firewalls, as well as dual Ascom X.25 switches. All network nodes, servers and applications are SNMP alarmed and monitored on a 7x24 hour basis. The complex itself is physically secured

within a telco's Central Office along with the appropriate climate controls and alternate electrical power sources provided by UPS and diesel generators in the event of power outages. In all, the complex has been designed to meet telco-grade standards of reliability and scalability.

And, it's paying off. In just the past six months, Connectivity has realized a 110% revenue growth. Their holistic view to call centres, combined with their aggressive approach to providing second-to-none customer service and cutting customers' costs, have them reaping more than just financial rewards. Connectivity – a company that is just over two years old – has already been applauded by the industry with two Canadian CTI World Golden Awards, both recognizing their innovative approach to the provisioning of CTI services. They won The Entrepreneurial CTI Consultancy of the Year Award and The Call Centre Service Provider of the

Year Award.

Connectivity – the first company in the world to offer such a breadth of managed network CTI-enabled services – has offices in Saint John, New Brunswick and Toronto, Ontario. Since its inception in 1997, Connectivity has expanded its managed network CTI suite to serve customers spanning a



Bob Huggard, Connectivity Managed Network Services and Dolly Konzelmann, Awards Committee

wide range of industries, including telecommunications, health care, travel/tourism and service bureaus across Canada. ■

Announcing....

CRMPower 2000

**Canada's Customer Relationship Management Show
September 2000 • Toronto • Canada**

VoicePower is pleased to announce the launch of **CRMPower, Canada's Customer Relationship Management Show**. This quality educational event will focus on the widespread proliferation of Customer Relationship Management technologies and applications in the marketplace. It will showcase the powerful solutions and benefits that CRM delivers to both users and customers alike.

"With the dawn of the 21st century, our evolution from a technology-driven event into a customer-driven event represents a natural progression", said Jacob Gordon, president, VoicePower. "This strategic move demonstrates to the marketplace, once again, our ongoing commitment to respond to changing market demands in a rapid and innovative manner."

Recent technological developments – the convergence of voice & data, the evolution of the Internet, eCommerce, Computer Telephony and Call Centers, and the integration of front-office with back-office technologies – provide organizations with the opportunity to technology-enable their business operations and gain a new type of strategic advantage that will enable them to compete successfully in today's global marketplace.

CRMPower 2000 will provide top Corporate Executives, Marketing and Sales Directors, Customer Service Managers, Corporate Strategic Planners as well as IT and Telecom professionals with novel insights into CRM. It will diffuse the hype about CRM and will demonstrate how an organization can implement and manage CRM solutions and successfully integrate them into their business processes. The need to empower customers and earn their loyalty is no longer an option but a true competitive necessity. The **CRMPower 2000** Conference and Exposition is the place to be! Under one roof, you will discover the hottest CRM solutions available. You will network with market leaders and have the unique opportunity to witness exciting new product demonstrations designed to suit your business needs.

Come to **CRMPower 2000!** Learn why CRM is a top action item on the business agenda of many leading organizations and discover a new vision and a powerful corporate strategic direction that will make you more competitive.

For more information:

Call: 416-467-0007 or visit our event website at: **www.CRMPower.com**

CRMPower is a trademark of VoicePower, Inc.

1999

WINNER

CTI World
Golden
Award

CALL CENTRE SYSTEM INTEGRATOR
OF THE YEAR AWARD

PRIMA

PRIMA is proud to announce that it received the "Call Centre System Integrator of the Year" Award at the first annual CTI World Golden Awards ceremony. "As CTI systems become more complex and are comprised of many different products that are intertwined, PRIMA has demonstrated the ability to integrate sophisticated and diverse technologies into one seamless solution for major Canadian and international clients," says Pierre Lemoine, Vice-President of Sales, Canada. "This industry recognition confirms our leadership position as the largest Canadian company solely dedicated to the CTI market."



*François Rainville, PRIMA
and Dolly Konzelmann, Awards Committee*

PRIMA's success in system integration is due largely in part to the company's ability to deliver large-scale projects on time and on budget. PRIMA won a series of major call centre implementation contracts across Canada, including: BC Tel, Microcell, The Mutual Group, Air Canada and Desjardins Trust. For its installation of the province-wide deployment of calling name display of incoming calls to all residential and business subscribers using SS7 technologies, PRIMA and the BC Tel team were given an internal recognition award equivalent to *Best Project of the Year*.

PRIMA is... Convergence

PRIMA's mission is twofold: to ensure the development of interactive communication products and to provide system integration services in the field of Computer Telephony Integration. PRIMA integrates its own technology with the best from its partners, such as Genesys, Dialogic and Nuance. The company has developed a powerful suite of software called OPUS Suite that includes OPUS Maestro (IVR platform), OPUS Media (multi-media messaging), OPUS Libretto (call centre quality monitoring) and OPUS Recorder (911 recording).

PRIMA is... Communications

OPUS Maestro is a strategic software platform engineered to build and deploy high capacity, highly available interactive communications services. OPUS Maestro is a product that is wholly developed by PRIMA on its premises. It is sold through a direct sales force based in Toronto, Montréal and Calgary.

OPUS Maestro was first in the Computer Telephony industry to introduce the drag and drop of ActiveX Controls as native components of the service creation environment. The award-winning OPUS Maestro IVR platform received the 1998 Product of the Year award from a leading US CT trade magazine, a 1998 Best of Show at the most important American trade show, and was nominated as 1999 Judge's Pick at this year's edition of the trade show.

PRIMA is... Contacts

Over the years, PRIMA has formed important and strategic partnerships with key market leaders, enabling the full integration of CTI technologies into the call centre world. These alliances ensure that PRIMA can offer

a true open architecture running on the best available hardware, integrating to the different telephone switches and leveraging the best CTI customer care software.

PRIMA, one of the recent Profit 100 winners, has already shown its ability to establish strong relationships with its partners. "We are excited about our partnership with PRIMA because they are a proven leader in providing CTI solutions in the Canadian market", says Chuck Buffum, Director of Enterprise Channels for Nuance, a provider of advanced speech recognition solutions. Today, PRIMA is a partner of the following companies: Genesys Labs, Dialogic, Nuance Communications, Compaq, Vantive, Nortel Networks, Siebel, Locus Dialogue, IBM, Hewlett Packard and Microsoft.

With a strong and experienced group of professionals, PRIMA can help a company design and deliver a Genesys CTI environment integrated with a wide variety of call centre technologies. This includes IVR platform (PRIMA's OPUS Maestro, IBM Direct Talk, APEX Omnivox, Nortel Symposium IVR and Open IVR), telephone switches (Nortel, Aspect, Lucent...) and help desk applications.

PRIMA is... the future

As technology continues to assume a larger role in the daily interaction between client and company, customers will continue to demand more of this exchange. Without question, its effectiveness in providing consistent and effective service will be a key factor in determining the fortune or failure of a company. "PRIMA will be at the forefront of this evolution, integrating the latest technologies to bridge the gap between human expectation and technological automation," concludes Pierre Lemoine. ■