

AMC Application Adapters

Flexibility to Integrate with the Desktop

Flexibility is a key feature of AMC solutions, whether it's enabling integration with different third-party channel solutions, or providing a development toolkit that can support any number of client applications. AMC Application Adapters deliver that same level of flexibility to achieve tight integration with the desktop.

AMC Application Adapters

While many companies invest in customer relationship management solutions offered by established vendors, others opt to develop their own CRM applications, tailored to meet their specific business needs. In either case, the link has to be made between the CRM system and database, and the agent's desktop to enable contact center functions, display contact information and facilitate easy access to customer data.

Pre-Packaged Application Adapters

AMC offers pre-packaged Application Adapters to support the traditional thick client desktop, as well as the thin client, browser-based environment. Through the interface with AMC Multi-Channel Integration Server (MCIS), Application Adapters are available for the following CRM applications:

- mySAP™ CRM Interaction Center
 - *WebClient and WinClient*
- Siebel® 7.x
- PeopleSoft® Enterprise CRM
- Microsoft® Business Solutions CRM

Custom Application Adapters

AMC also offers customers the flexibility to design and develop toolbars and controls to imbed in existing CRM and ERP applications. Custom Application Adapters support integration with several technology applications, such as Java, .NET, Visual Basic, C/C++ and SOAP. With the introduction of these Reference Applications, customers can choose to create their own integration or contract with AMC for custom development to meet their specific requirements.

mySAP™ CRM Interaction Center

With the release of mySAP CRM Interaction Center Version 4.0, SAP introduced the Integrated Communications Interface (ICI) to offer companies greater freedom of choice in designing their contact center operations. Companies that are using the Interaction Center now have a choice of user interfaces, allowing them to select the desktop client that makes the most sense based on the role and activity of the user. The Interaction Center offers the new browser-based, portal-enabled user interface (IC WebClient), as well as a traditional Microsoft Windows-based user interface (IC WinClient). Both clients run on the same CRM server, giving companies the option to operate in a hybrid environment.

WebClient Interface

ICI is a proprietary SOAP protocol for SAP that facilitates integration of third-party multi-channel communication products with the IC WebClient. AMC Application Adapter for the WebClient was developed to enable the Multi-Channel Integration Server (MCIS) to communicate over the ICI API and deliver telephony, email and web chat integration to IC WebClient. This flexibility in user interfaces is ideal for contact center operations that employ both in-house and remote agents. Contact center agents log in with the same SAP user ID and select the appropriate profile based on their assigned role.

WinClient Interface

AMC Application Adapter for the traditional WinClient Interface continues to deliver the softphone controls, agent state and call state to the agent's desktop. Synchronization with the Telephony Connector ensures simultaneous delivery of the phone call along with all call attached data, giving the agent a complete view of the business partner information and interaction history.

AMC Channel Connectors for telephony, email and web chat have successfully achieved ICI certification by SAP for the Interaction Center capabilities with the mySAP CRM Version 4.0 solution. Customers can now reap the benefits of using a single channel connector to integrate with both the IC WinClient and the IC WebClient.

PeopleSoft® Enterprise CRM

For companies that have deployed PeopleSoft Enterprise applications including PeopleSoft Enterprise CRM, AMC offers a solution to deliver call center functionality to the application desktop. The **AMC Application Adapter for PeopleSoft CRM** provides seamless integration between the PeopleTools based CTI API and leading call center solutions including those from Avaya, Cisco and Nortel.

Through this integration, contact centers can enable telephony (CTI) functionality in the PeopleSoft CRM desktop including agent controls, softphone controls, caller identification, and screen population. Agents can place, receive, and transfer customer interactions with full, real-time access to PeopleSoft

CRM customer data. Call routing can be enhanced using business rules and customer data residing in PeopleSoft CRM to ensure that the right customer reaches the right agent at the right time.

In the PeopleTools environment, the Application Adapter communicates via the standard PeopleSoft Multi-Channel API (PSMCAPI) to interface with PeopleSoft CRM application pages. Through the AMC Multi-Channel Integration Server (MCIS), it communicates with third-party computer telephony applications, using their specific protocols to transfer data to and from the PeopleSoft application.

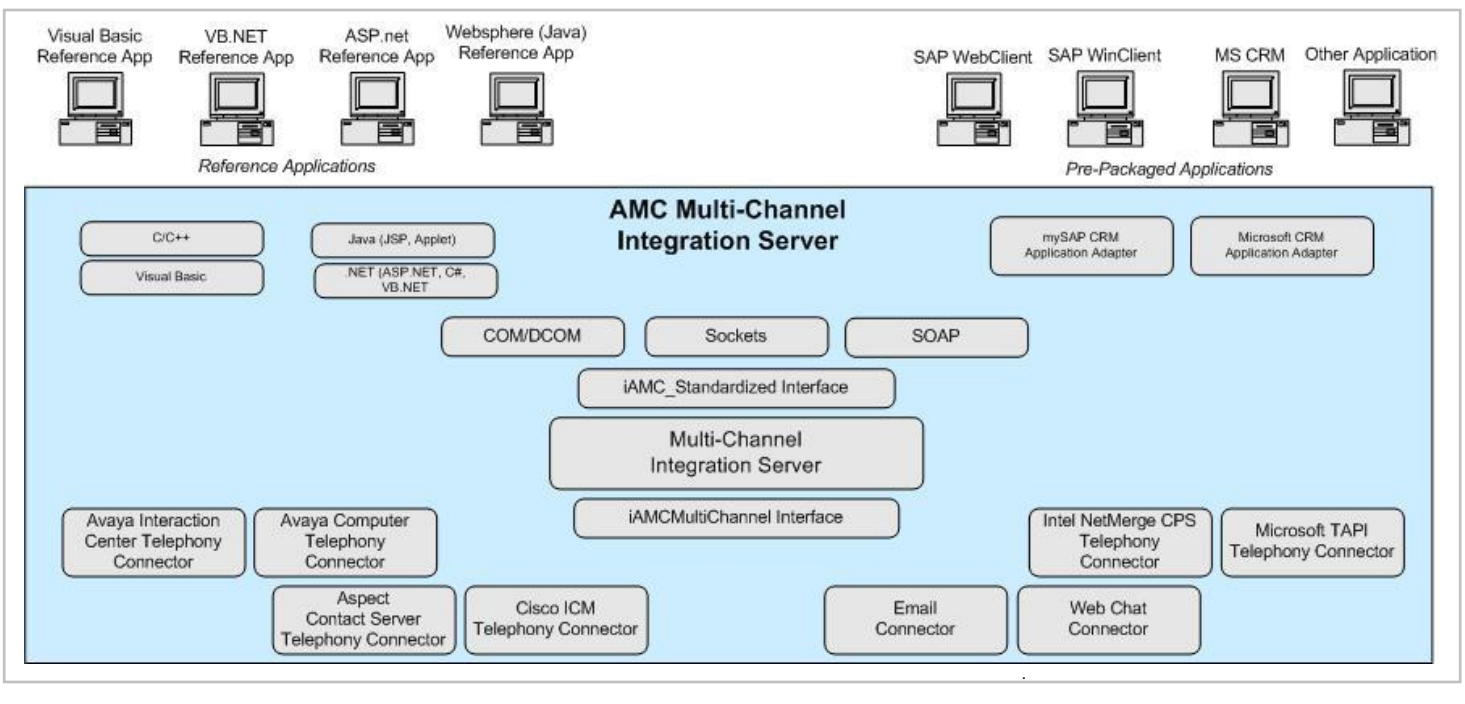
Siebel 7

For companies that have deployed Siebel 7 business applications including Siebel 7 CRM, AMC offers a solution to deliver call center functionality to the application desktop. The **AMC Application Adapter for Siebel 7** provides seamless integration between the Siebel Communications Server based CTI API and

leading call center solutions including those from Avaya, Cisco, Nortel and others.

Through this integration, contact centers can enable telephony (CTI) functionality in the Siebel 7 desktop including agent controls, softphone controls, caller identification, and screen population. Agents can place, receive, and transfer customer interactions with full, real-time access to Siebel 7 customer data. Call routing can be enhanced using business rules and customer data residing in Siebel 7 to ensure that the right customer reaches the right agent at the right time.

In the Siebel Communications Server environment, the Application Adapter communicates via the standard Siebel Communications API (SCAPI) to interface with Siebel 7 application pages. Through the AMC Multi-Channel Integration Server (MCIS),



it communicates with third-party computer telephony applications, using their specific protocols to transfer data to and from the Siebel 7 application.

Microsoft® Business Solutions CRM

For companies that have deployed Microsoft CRM, AMC offers a solution to deliver contact center functionality that can be used in a traditional contact center operation or for a knowledge worker environment. **AMC Interaction Assistant** is a cross-industry solution that enables call center features to integrate with the Microsoft CRM desktop.

The user interface that displays this functionality is made possible via **AMC Application Adapter for Microsoft CRM**.

In order to deliver the softphone controls, agent state and call state to the agent's desktop, AMC designed and developed the Application Adapter to link the AMC Multi-Channel Integration Server (MCIS) to Microsoft CRM.

Synchronization with the Telephony, Email and Web Chat Connectors ensures simultaneous delivery of the incoming contact along with all call attached data to the agent's desktop, giving the agent a complete view of the contact information and activity history.

In the Microsoft CRM environment, MCIS communicates with the .NET web application service via the SOAP (Simple Object Access Protocol) protocol to render presentation, talk to the database, and send and receive calls

from the MCIS server. It also communicates with third-party computer telephony and channel applications via their specific protocols to transfer data to and from the CRM system. The end result is a flexible, low cost, standards-based solution that allows a company to take advantage of call center functionality in the Microsoft CRM environment.

Supported CRM Applications

AMC Application Adapters are available for the following CRM applications:

- mySAP™ CRM 4.0
 - Interaction Center WinClient and WebClient
- mySAP™ CRM 3.0, 3.1
- SAP® R/3® 3.x, 4.x
- Siebel® 7.x
- PeopleSoft® Enterprise CRM 8.9
- PeopleSoft® PeopleTools 8.45
- Microsoft® Business Solutions CRM 1.0, 1.2

Supported Reference Applications

- Java
- .NET
- C/C++
- Visual Basic

Supported Channel Technologies

Telephony

- Aspect® Contact Server
- Avaya™ Interaction Center
- Avaya™ Computer Telephony
- Cisco® ICM Enterprise Edition

Supported Channel Technologies (cont.)

Telephony (cont.)

- Intel® NetMerge™ Call Processing Software
- Microsoft® TAPI
- Nortel™ Communications Control Toolkit
- Nortel™ BCM LAN CTE
- Nortel™ Symposium TAPI SP

IVR

- Avaya™ Interactive Voice Response System

Email

- Microsoft® Exchange/Outlook
- All SMTP-based solutions

Web Chat

- Microsoft® IIS

AMC Product Suite Certifications

AMC Telephony Connectors

- SAP Certified Integration
- Avaya Compliance Tested
- Cisco Compatible Products
- Nortel Compatible Products

AMC IVR Connector

- Avaya Compliance Tested

AMC Email Connector

- SAP Certified Integration

AMC Web Chat Connector

- SAP Certified Integration

AMC Multi-Channel Integration Server

- Microsoft Platform Tested for ISV Solutions
 - Windows 2003 Server
 - Web Services & .NET Framework

About AMC Technology

AMC Technology is a leading provider of multi-channel integration solutions that allow contact centers to manage efficiently all types of customer interactions and deliver superior levels of customer service.

AMC Multi-Channel Integration Suite™ features an open architecture that seamlessly integrates customer relationship management (CRM) applications and contact center solutions. Used every day by thousands of call center agents around the globe, AMC's pre-packaged software MCIS™ product integrates CRM applications such as salesforce.com with contact center solutions from as Aspect, Avaya, Cisco, and Nortel.

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