

INTERACTIVE INTELLIGENCE



# Interactive Intelligence Customer Interaction Center<sup>®</sup> with Polycom

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PARTNER SOLUTION GUIDE



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## About this guide

The Partner Solutions Guide describes how a partner solution and Polycom combine to solve specific customer needs.

The Polycom Partner Solutions Guide for integration with Interactive Intelligence Customer Interaction Center<sup>®</sup> is for administrators who need to integrate Polycom SoundPoint IP Phones, Polycom SoundStation Conference Phones and Polycom VVX<sup>®</sup> Business Media Phones with Interactive Intelligence Customer Interaction Center.

Please read the Polycom and Interactive Intelligence Inc. documentation before you install or operate the system.

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## Overview

The Customer Interaction Center™ (CIC) and Polycom joint solution provides a customer with a fully tested and seamlessly integrated unified communications solution available both on premises and in the cloud. CIC provides customers all the tools they need to make customer service a competitive weapon.

Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, unified communications, and business process automation. The company has developed an all-in-one IP communications software suite that's scalable and standards-based, offering single-platform architecture with inherent multichannel processing to deliver comprehensive applications minus the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 5,000 customers worldwide, Interactive Intelligence is an experienced leader delivering a comprehensive solution-set comprised of premises-based and communications-as-a-service (CaaS) offerings, including software, hardware, consulting, support, education and implementation.

- **Innovation** -- As a consistent driving force behind the development of new business technologies, Interactive Intelligence's "first-to-market" approach has made it a leading innovator.
- **Experience** -- Experienced in developing business communications solutions since 1994 and backed by more than 5,000 global customers, Interactive Intelligence brings the kind of maturity required to satisfy the most diverse enterprise requirements, including those of multi-national organizations.
- **Value** -- Interactive Intelligence helps customers improve operational efficiencies, reduce costs, increase revenue opportunities, and ensure investment protection through its all-in-one IP communications software suite and comprehensive global services.

*“Bringing proven solutions together for a truly unified communications solution”*

## Product Summary

The **Interaction Center Platform**® -- the foundation on which all Interactive Intelligence products are based -- centralizes business interactions (including phone calls, e-mail, faxes, Web chats/callbacks, social media) as well as business processes, to provide the following differentiators and benefits:

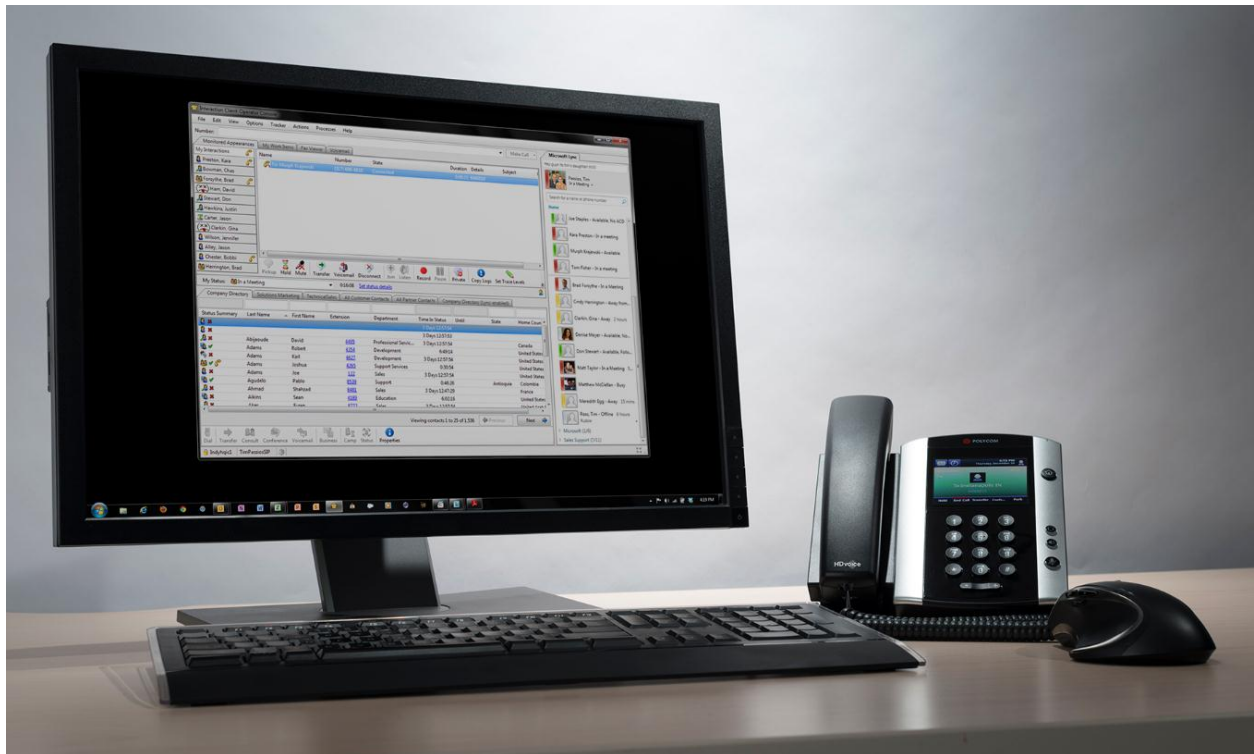
- **Single “All-in-One” Platform** – reduced costs; simplified management
- **Standards-based** – increased interoperability and flexibility; maximum investment protection
- **All-software Architecture** – cost-effective scalability; maximum reliability
- **Breadth of Applications** – increased productivity and improved customer service through access to contact center and business applications running on same platform

## Product Offering

- **Customer Interaction Center**™ (CIC) for contact center automation and Unified Communications. Available for on-premises or in the cloud. Same solution. Your choice of deployment.
- **Interaction Dialer**® for outbound/blended dialing and campaign management
- **Interaction Recorder**® for multichannel recording/scoring and quality management
- **Interaction Director**® for network-based pre- and post-call routing (“intelligent multi-site routing”)
- **e-FAQ**® for Web self-service and e-mail response management (ERMS)
- **Interaction Optimizer**® for workforce management
- **Interaction Feedback**® for post-call customer satisfaction surveys
- **SIP-based Interaction Gateway**™
- **Interaction SIP Proxy**™
- **Interaction Monitor**™
- **Interaction Process Automation**™ for communications-based process automation
- **Interaction Analyzer**™ for real-time speech analytics

## Service Offering

Interactive Intelligence also enables customers to choose between an on-premises and cloud-based communications-as-a-service delivery model. The latter, called **CaaS Contact Center** includes unique deployment models that give customers maximum flexibility, control, security, and reliability. The company's all-in-one, software-based platform enables customers to easily migrate from a cloud-based to an on-premises solution at any time, thus eliminating the need to rewrite applications, retrain employees, and source new vendors.



The Customer Interaction Center (CIC) from Interactive Intelligence offers multichannel contact options for customers. Calls, faxes, email, web chat, SMS, online forms, social media — CIC handles all types of communications the same way. The built-in monitoring and end-to-end reporting in CIC also helps ensure quality for every interaction, across all channels.

## Integration with Polycom

CIC integrates with a variety of Polycom Desktop and Group systems solutions. Developed on the SIP protocol, the joint solution provides a customer with a fully tested and seamlessly integrated unified communications solution. Each release of Polycom equipment and firmware is validated by the Interactive Intelligence testing organization and results are posted to our validation web site [www.testlab.inin.com](http://www.testlab.inin.com).

The customer has a choice of platforms and endpoints including Polycom® SoundPoint IP, Polycom® SoundStation IP and Polycom VVX® Business Media Phones. Installation and configuration is a painless experience with CIC's built in auto provisioning mechanism. The customer can also take advantage of the enhanced customer collaboration options through CIC's tight integration with Microsoft Lync, which extends endpoint choices to include the Polycom® CX series phones.

Support is also painless as customers who purchase their Polycom equipment from Interactive Intelligence receive a 3 year warranty, a 24x7 support option and replacement equipment ships from our warehouse in 8 hours.

Key differentiators of ININ providing the Polycom equipment:

- 3 year warranty
- 24x7 support
- RMA's ship in 8 hours



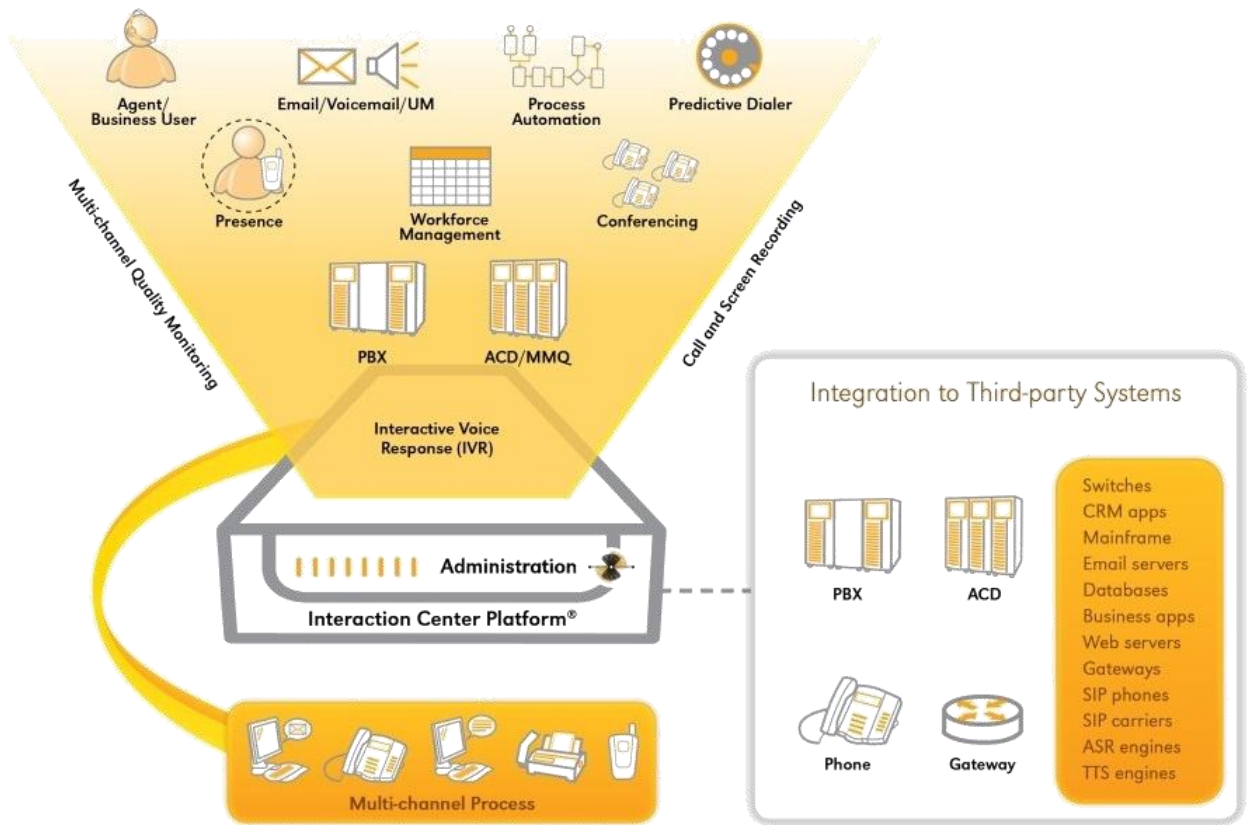


Figure 1 – A Comprehensive, All-in-One Platform

## Customer Interaction Center and Polycom Implementation

### Design Considerations

The Interaction Center provisioning subsystem on the CIC Server manages the configuration of Polycom phones for the purpose of reducing initial IP phone configuration time and ongoing maintenance. The provisioning subsystem manages the features available on each phone, and also updates the firmware and manages resetting the phones as needed. System administrators can create templates for managed IP phones, as well as registration groups for organizing phones according to the sources of registration data.

### Platform requirements:

Set up and configure a VLAN for voice devices  
Use a DHCP server (and DNS server for a Switchover pair)  
Provide the MAC Address for each managed IP phone.

### Supported network protocols:

CIC managed IP phones support the following network protocols:

- **Domain Name System (DNS)** protocol to specify a DNS domain for the voice VLAN, and for Switchover server pairs to resolve DNS names for the two servers so that phones will automatically switch to the active CIC Server when a Switchover event occurs.
- **Dynamic Host Configuration Protocol (DHCP)** to reduce system administration workload, allowing voice VLAN devices to be added to the network with little or no manual configuration.

## Installation

### Customer Interaction Center with Polycom

Installation manuals are provided on the Interactive Intelligence hardware and software testing validation site <http://testlab.inin.com/> and in the online documentation library included with the product software.

## For more information

### Product Information

For more information about Interactive Intelligence, visit [www.inin.com](http://www.inin.com).

For more information about Customer Interaction Center™, visit <http://www.inin.com/solutions/Pages/Contact-Center-Solutions.aspx>.

### Interactive Intelligence Support

Online support and by country support information is available at <http://www.inin.com/services/Pages/Support-Services.aspx>

For Interactive Intelligence Inc. support, please email [support.customercare@inin.com](mailto:support.customercare@inin.com).

For Interactive Intelligence Inc. sales please email [sales@inin.com](mailto:sales@inin.com).

By country sales contact information is available at <http://www.inin.com/locations/Pages/default.aspx>

### Polycom Support

For support or service of Polycom products, please contact your Polycom distributor or go to Polycom Support at <http://www.polycom.com/support>

For more information about Polycom Technology Partner Program and the Technology and Developer Partner solutions, visit <http://www.polycom.com/partners.html>

## Test/Validation Annex

### Polycom Interoperability

- CIC natively supports a wide variety of Polycom® SoundPoint IP, Polycom® SoundStation IP and Polycom VVX® Business Media Phones
  - Validated by Interactive Intelligence
- CIC also supports Microsoft Lync, further extending support to the Polycom® CX Series Phones
  - CIC / Microsoft Lync Integration validated by Interactive Intelligence
  - Polycom Endpoints with Microsoft Lync <http://www.polycom.com/microsoft>

The testing and validation details from Interactive Intelligence are provided at <http://testlab.inin.com/>