AVAYA COMPUTER TELEPHONY 4.0 INTEGRATION WITH SIEBEL CRM 7.8

Avaya Computer Telephony for Siebel CRM 7 is a powerful interface between Oracle’s Siebel Customer Relationship Management (CRM) 7.8 and Avaya’s MultiVantage Call Center applications.

Using Siebel CRM 7.8 and Avaya Computer Telephony, call center agents can place, receive, and transfer telephone calls with complete contact-sensitive access to prospect and customer data maintained in the Siebel database.

Company Overview
Avaya is a global leader in communication systems, applications, and services. We design, build, deploy, and manage networks for enterprises. Our customers range from small businesses and nonprofit agencies to more than 90 percent of Fortune 500 companies and the U.S. government. They all rely on Avaya for reliable, secure networks that facilitate customer relationships, enhance productivity, and maximize profitability.

Integration Overview
Avaya Computer Telephony (CT) for Siebel CRM 7 is a powerful interface between Siebel CRM 7.8 and Avaya’s MultiVantage Call Center applications. This integration provides a seamless coupling between Siebel CRM 7.8 and Avaya applications such as Computer Telephony Call Management System (CMS), Business Advocate, and Advanced Segmentation. These dynamic features help maximize call center efficiency.

Using Siebel CRM 7.8 and Avaya CT, call center agents can place, receive, and transfer telephone calls with complete contact-sensitive access to prospect and customer data maintained in the Siebel database. Agents can use all the powerful call center features built into Siebel CRM 7.8, including SmartScript call scripting and entitlement verification. They can also take advantage of real-time call center statistics provided by CMS.

Managers and administrators rely on the integrated Siebel CRM 7.8 and Avaya solution to track, report, and manage call center operations with maximum efficiency.
Availability
The Avaya CT for Siebel CRM solution is generally available from Avaya. For more information, go to www.avaya.com or call +1.800.451.2100.

Support
Technical support is available through the Avaya Technical Service Organization (TSO) at +1.800.618.8707 (support.avaya.com).

Integration Details
Avaya CT for Siebel CRM 7 leverages the Siebel Communications Server API to enable a seamless integration between Avaya and Siebel solutions. (See Figure 1.)

![Integration Details Diagram]

Figure 1—Avaya CT 4.0 Architecture

Environment

Partner Environment
Avaya CT 4.0 for Siebel CRM 7
Windows 2000/2003 Server

Oracle Environment
Oracle’s Siebel CRM 7.8.2
SQL Server 2005
Windows 2003 Server Enterprise Edition

For additional information about partnering with Oracle, please contact us at opninfo_us@oracle.com or visit us at www.partners.oracle.com.

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