The integration of Avaya Interaction Center (AIC) with Siebel CRM allows users to access both Siebel's customer management features and the features in Avaya IC that automate the processing of customer contacts.

Company Overview
Avaya delivers intelligent communications solutions that help companies transform their businesses and achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the Fortune 500, use Avaya solutions for IP telephony, unified communications, contact centers, and communications-enabled business processes. Avaya global services provides comprehensive service and support for all companies, regardless of size.

Integration Overview
The Avaya Interaction Center (AIC) integration with Oracle’s Siebel Customer Relationship Management (Siebel CRM) applications blends the channel control and routing capabilities of Avaya IC with the business presentation, customer relationship, and management capabilities of Siebel applications. Avaya has developed integration between Avaya Interaction Center 7.2 and Siebel CRM 8.1. This integration allows the call center agents to handle e-mail, Web, and telephone requests simultaneously, making the most of their time while helping to balance workloads within the contact center.

This integrated solution intelligently routes incoming customer requests in their preferred medium to the appropriate agents within the contact center, while providing agents with the customer, transaction, and product information they need to deliver high-quality service. In addition, it helps agents work more efficiently.

Features offered by the integration include

• Support for a broad range of communication channels, including voice, e-mail, Web self-service, Web chat and browser-based collaboration, Web callback, and interactive voice response

• Access to data residing within the Siebel CRM 8.1 database to enhance routing decisions

• The ability to create activity records within the Siebel database for enhanced logging capabilities

• Support for heterogeneous telephony platforms

• Support for heterogeneous operating systems and database platforms
Integration Details

The integration consists of three main components.

- Adaptive IC Driver (AICD) adheres to the Siebel Adaptive Communications API and provides voice, email, and Web-based events to the Siebel CTI toolbar and supports all Siebel communications functionality including screen pops, sign on and event logging.

- Avaya Enterprise Application Integration Server allows for a bi-directional communication path using Siebel’s enterprise application integration for communication between Avaya Interaction Center and Siebel Business applications.

- Agent Server for Integration to Siebel (ASIS) will essentially be an IC Server that will do all the work that the IC thick client did when it ran in Hybrid mode.

Siebel Integration Components

Enterprise Application Integration (EAI) Server

- Used to perform Get/Put operations with the Siebel data repository using published EAI methods within Siebel.

- This component is heavily utilized during the work routing workflow processes to obtain additional qualification data from Siebel for use within the overall work routing algorithms.

- Multiple Avaya EAI Servers can be utilized to support high volume load balanced environments.

- Main purpose is interaction with Siebel database

Adaptive IC Driver

- It is used for communicating between Siebel communication server and IC.

- The AICD manages the events necessary to control the Siebel Communications Toolbar component on the agent desktop.

- It processes commands from Siebel toolbar using IC Agent/ASIS, TS, and other IC components.

- It conveys events from IC environment up to Siebel.

- It also processes requests from other IC components, which is required for controlling the Siebel toolbar.

- Siebel manages the interaction between the toolbar and the Siebel server environment and the AICD manages the events triggered within Siebel and the AIC. For instance a “hold” button press on the agent desktop will result in an event to the AICD which will be translated to the appropriate command to the Avaya Telephony Server which will command the switch to place the call on hold. There is one instance of the AICD for each Siebel Communication Server, which manages agents within the joint environment.
Agent Server for Integration to Siebel (ASIS)

- It is IC Server, only supported from IC 7.1 onwards, Native Mode
- Simulate the work performed by IC Agent in Hybrid Mode
- Implement Vesp Server Interface for Agent Login
- ASIS utilizes the UOM and VespBridge components to talk to IC services
- AICD makes a request to the ASIS on a Domain Impersonated session

**Environment**

**Avaya Environment**
- Avaya Interaction Center 7.2
- MS SQL Server 2005

**Oracle Environment**
- Oracle’s Siebel CRM 8.1
- Oracle Database 10g

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