

AVAYA

Interaction Center 7.2.3 Validated Integration with Siebel Customer Relationship Management 8.0



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The integration of Avaya Interaction Center (AIC) 7.2.3 with Oracle's Siebel Customer Relationship Management (CRM) 8.0 gives users access to features 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 companies, use Avaya solutions for IP telephony, unified communications, contact centers, and communications-enabled business processes. Avaya global services provide comprehensive service and support for all companies, regardless of size.

Integration Overview

The Avaya Interaction Center (AIC) Version 7.2.3 integration with Oracle's Siebel Customer Relationship Management (CRM) 8.0 blends the channel control and routing capabilities of Avaya IC with the business presentation, customer relationship, and management capabilities of Siebel CRM applications. The integration of Avaya Interaction Center 7.2.3 and Siebel CRM 8.0 allows 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 8.0 database to enhance routing decisions
- The ability to create activity records within the Siebel database for enhanced logging capabilities
- Support for heterogeneous telephony platforms



Validated Integration

Siebel Customer Relationship Management

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Availability

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Support

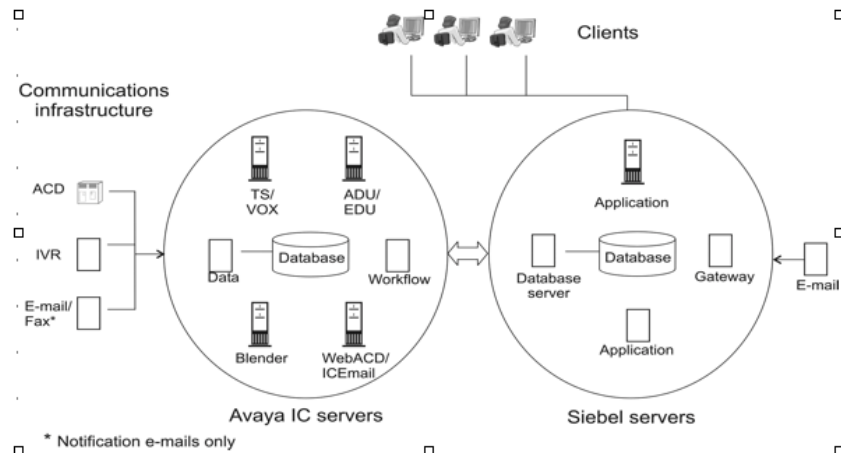
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support.avaya.com

- Support for heterogeneous operating systems and database platforms

Integration Details

The Avaya IC 7.2.3 integration consists of three main components:

- Adaptive IC Driver (AICD) adheres to the Siebel adaptive communications API and provides voice, e-mail, and Web-based events to Oracle's 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 bidirectional communication path using Oracle's Siebel Enterprise Integration Manager for communication between Avaya Interaction Center and Oracle's Siebel Business applications.
- Agent Server for Integration to Siebel (ASIS) will essentially be an IC server that will do the work that the IC thick client would do it runs in hybrid mode.



Environment

Avaya Environment

Avaya Interaction Center 7.2.3
Oracle Database 11g

Oracle Environment

Oracle's Siebel Customer Relationship Management 8.0.0.2
Oracle Database 11g
Oracle Application Server 11g

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

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