

# AMC TECHNOLOGY, INC.

## Multi-Channel Integration Suite 5.4 Validated Integration with Siebel Customer Relationship Management 8.1



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*AMC Technology—Integrating Contact Center Communications and Customer Relationship Management (CRM) Applications Since 1995*

*The AMC Multi-Channel Integration Suite features an open architecture that integrates customer relationship management applications and contact center communications.*

### Company Overview

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

AMC Technology's products integrate CRM applications with leading contact center communication platforms from Aspect; Avaya, including the Nortel family of products; Cisco; and others. Reflecting our years of contact center expertise, our software is used by tens of thousands of agents on millions of calls at innovative companies around the world.

### Integration Overview

AMC Technology's Multi-Channel Integration Suite (MCIS) 5.4 and the AMC Technology Adapter for Oracle's Siebel Customer Relationship Management 8.1 provides a productized integration that delivers real-time connectivity with leading contact center communication platforms. We allow customers to more efficiently manage customer interactions, increase agent productivity, and deliver superior levels of customer service. Real-time contact data is delivered to the agent enabling full telephony functionality in Siebel CRM, powering the Communication Toolbar feature in Siebel CRM and enabling agent login and work modes, caller identification, screen population, call and data transfer, and additional communication toolbar features. MCIS also provides integration capabilities for the e-mail channel, facilitating unified routing of voice and e-mail with delivery of the e-mail interaction into Siebel CRM. The integration of MCIS 5.4 with Siebel CRM 8.1:

- Allows AMC's Adapter for Siebel CRM to help contact centers expand the functionality of Siebel CRM to support integration of contact center communications
- Allows agents to effectively place, receive, and transfer interactions with full, real-time access to customer data in Siebel CRM



**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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[Siebel Integration](#)  
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## Support

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- Enables real-time management of customer interactions in multivendor environments, leveraging existing or new communication infrastructure investments
- Provides an end-to-end solution for efficient implementation which can result in a lower Total Cost of Ownership
- Integrates Siebel CRM and leading contact center platforms
- Enables CTI-enabled functionality in Siebel CRM , including agent and soft-phone controls, caller identification, and screen population
- Enables e-mail integration between Siebel CRM and the contact center platform facilitating e-mail and voice-interaction delivery
- Provides a robust, proven architecture that has been successfully deployed at numerous large enterprises worldwide

## Integration Details

The AMC Multi-Channel Integration Suite consists of key components that provide a server-based product integration between Siebel CRM and leading contact center platforms.

The AMC Multi-Channel Integration Server is the central server component that manages the flow of interactions and interfaces with other systems through two key components: AMC's Application Adapter for Siebel CRM and AMC Connectors.

AMC's Application Adapter for Siebel CRM provides the interface with Siebel CRM and manages the real-time exchange of information with MCIS. It uses the standard Adaptive Communications API and Communications Server features in Siebel CRM to exchange interactions with Siebel CRM.

AMC's Connectors serve as translators to facilitate the real-time flow of e-mail, call events, and call data between the communication platform's telephony integration (CTI) and/or multichannel communication server and MCIS.

## Environment

*AMC Technology, L.L.C. Environment*

AMC Multi-Channel Integration Suite Version 5.4

AMC Adapter for Oracle's Siebel Customer Relationship Management 8.1

*Oracle Environment*

Oracle's Siebel Customer Relationship Management 8.1

For additional information about partnering with Oracle, please contact [opninfo\\_us@oracle.com](mailto:opninfo_us@oracle.com) or visit [partners.oracle.com](http://partners.oracle.com)

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