

Rebranding Q-Suite, the Asterisk based Unified Contact Center Software

Partnering with Indosoft to create your Private Label based on Industry Leading Contact Center Technology for Asterisk

Responding to changing technology

Internet growth and evolution of VoIP has turned Contact Center Technology on its ear. This has left some of the existing and legacy call center solution providers scrambling to transition, facing new "over the top" competition due to availability of mature next generation call center software based on open source Asterisk. The cost of building all the essential elements to compete in the new paradigm is an expensive and time consuming process.

Enter "partnering" as the new option. This provides a convenient option of incorporating the advances in VoIP and contact center ACD in your product line by making a shift in the way you carry out innovation for your products and services. This is a shift away from large internal investment to re-invent the wheel with an emphasis on economically integrating advances readily available in the unified communications and contact center industry.

There have been significant advances in telecommunication with the Time Division Multiplexing (TDM) giving way to the maturing and more flexible protocol of Voice over IP (VoIP). The underlying technological stack for a contact center platform has undergone remarkable transformation. The open source movement has delivered three critical, mature and robust components namely, the Operating System (Linux), the Web server (Apache) and the database (MySQL) at no development cost to you.

"Migrating to a superior, cost-effective contact center and ACD software can often be a competitive differentiator for your business"

In the past, telephone switch (PBX) and the accessories underlying the call center ACD were the domain of the contact center solution provider. It required integration to the telephony boards within the computer to make the CTI (computer telephony integration) work. This was in essence like building your own PBX before developing the contact center software, a very significant investment of time and money driving up the total cost of the contact center solution. It also limits the flexibility and features that could be offered.

Linux based Asterisk, the de facto standard in modern VoIP PBX systems, has altered all this in the last decade. Its powerful and flexible structure is being used as the VoIP engine in many commercial products, mainly because manufacturers are realizing that it does not make much sense to compete against the development momentum of such a successful open source VoIP switch. This has created an unprecedented opportunity for distributors of phone systems, ACD

providers and developers of high end call center software. There is an unrivaled growth opportunity for call center and ACD solution providers to fully utilize this advanced telephony engine available from Asterisk and deliver a superior contact center technology platform.

As such, call center operations around the globe are demanding full unification of data, voice and other media over an Internet Protocol (IP) infrastructure. This unified communications within contact ACD is coupled with the demand for setting up a distributed feature rich contact center operation. This presents a great opportunity for the migration of your customer base to a superior, cost-effective contact center and Automatic Call Distribution (ACD) platform that will be a competitive differentiator for your business.

Indosoft provides Q-Suite 5.7, the leading high-end call center ACD software for Asterisk. It is a multi-tenant, scalable and out-of-the-box ACD and Dialer with all the functionality demanded by a mature industry. Its built-in Graphical User Interface (GUI) management tools deliver unprecedented ease-of-use to call centers requiring full control over both the software and its underlying telephony. With robust reporting capabilities, it is ideally suited to satisfy the most sophisticated requirements of advanced call centers. Unique features, including High Availability with call survival architecture enables Q-Suite to be deployed for mission critical applications. The flexibility of Asterisk, the underlying telephony platform, provides exceptional ease-of-migration opportunities. In summation, Q-Suite for Asterisk is mature, proven, and capable of enabling you to offer your customer base with real, cost-effective IP contact center and telephony migration solutions.

A partnership with Indosoft delivers intrinsic benefits beyond access to the industry-leading product. As a pioneer in the development of enterprise-grade ACD for Asterisk, Indosoft provides expert knowledge to its partners; knowledge gained from more than 10 years of experience in globally deploying mature call center software products. Indosoft has established itself as a provider of high quality and innovative end-to-end technology solution. As a valued member of its Partnership Program, you will have an unrivaled opportunity to sell and deploy a proven, cost-effective solution to your end customers, while playing a critical role in Indosoft global initiative for growth. Partner Program is tailored to specifically assist in your application development for specific solutions targeting your vertical market.

This informative paper seeks to introduce you to this exciting call center software and unified communications and explain how they can deliver a sustainable competitive advantage to your customers.

Q-Suite 5.7: An Introduction

Modern call center software and unified communications solution must meet the demanding requirements of everyday contact center operations. Q-Suite is a very high-end call center ACD software built specifically to deliver the full-functionality requirement for call centers either currently utilizing Asterisk or seeking to migrate to Asterisk in order to take advantage of the next generation IP telephony. As an out-of-the-box call center software solution, Q-Suite provides the functionality demanded today, as well as the flexibility and scalability to deliver for tomorrow's changing demands.

Benefits and Features Unique to Q-Suite

As a call center ACD, Q-Suite rivals its peers and is the clear market for Asterisk based contact centers. Beyond the industry-standard features, this cost-effective solution provides a number of unique features, which in turn deliver a sharp distinction and competitive advantage. The following matrix outlines the major industry-standard features available within Q-Suite, right out-of-the-box:

Q-Suite 5.0 Product Features Matrix	
Inbound Features	Q-Suite 5.7
ACD with Skills Based Routing & Queue Prioritization	✓
Powerful Icon based Call-Flow and Dialplan Builder	✓
IVR integration to TTS and ASR	✓
IVR Integration to Databases	✓
Power GUI based Agent-Customer Interaction Script Builder	✓
On/Off Hook Agents, Personal Queues	✓
Ability to callback Abandoned Calls	✓
Ability to allow Callers to leave number for Callback	✓
Pre-Connect Audio for Phone Agents	✓
Periodic Messages for Queues	✓
Manage Queue Overflows	✓
Outbound Features	Q-Suite 5.7
Predictive, Preview and Progressive Dialing	✓
Power GUI based Agent-Customer Interaction Script Builder	✓
Campaign & List Management	✓
Do-Not-Call Compliance	✓
Web Lead Integration	✓
Skills based routing for warm leads	✓
Web Services API for Lead Management Integration	✓
General Features	Q-Suite 5.7
TDM & VoIP Connectivity	✓
Multi-tenant	✓
Real-time Reporting	✓
Historical Reporting	✓
Voice Recording and Integration to Orecx	✓
Quality Monitoring	✓
Web Agent Interface and Native Client	✓

API for CTI Interface (.NET and Socket)	✓
WebAPI for unifying other media (chat, E-Mail, Web, Social)	✓
Web Services API for Integration - Agent and Admin Interface	✓
Customizable Agent Screen Themes	✓
Asterisk PBX with Voicemail	✓
Hosted & Premise Based Installs	✓
High Availability for Redundancy	✓
Call Survival during Fail-over	✓
Full GUI for PBX Setup	✓
Unique Support and Full Knowledge Transfer	✓

Q-Suite tools are an example of a how standard features are taken to the next level. In essence, they allow users to unleash the combined power of software and telecommunications to customize the call handling based upon business rules. Q-Suite has incorporated improved manageability its powerful GUI tools, utilizing a WYSIWYG editors.

Another notable feature for mission critical applications is Q-Suite’s built-in Fail-Safe Call Survival option within High Availability (HA) mode. This can ensure that a single failure does not result in any loss of calls or conversations. The architectural flexibility of Q-Suite allows your clients to choose from utilizing a variety of setups, including premise-based, hosted and remote. All options come with multi-tenant capabilities, giving your customers the utmost flexibility in managing their operations.

In summation, Q-Suite delivers all the industry-standard functionality that is currently in high-demand, as well as innovative improvements that significantly improve the value of Q-Suite as a complete contact center technology platform. The ease of system management and administration of the product throughout its lifecycle reduces the cost of running the system and substantially reduces ongoing overhead, while its superior interoperability allows you to easily support the functioning of existing business applications that require tried and true CTI.

Asterisk: What’s all the hype really about?

There has been a lot of talk about Asterisk, and rightly so. Asterisk is arguably the most innovative phone system platform that is incredibly powerful and offers every conceivable feature based on open standards. As a telephony switch for a contact center solution, Asterisk provides numerous advantages. For starters, the underlying telephony switch is usually a large portion of the initial cost when buying a packaged proprietary contact center technology solution. Therefore, sourcing a more cost-effective switching solution that delivers switching functionality equal to or greater than proprietary switches becomes important. In Asterisk, you have the most powerful open source hybrid telephone switch tested by millions of users worldwide. Therefore, by selecting Asterisk as the underlying telephony platform, you become

capable of delivering immediate cost savings to your clients. All that remains is sourcing a feature-rich call center software capable of operating with Asterisk.

Indosoft: A Trusted Partner

At Indosoft we know that your customers depend upon you and we understand your need to partner with only the best providers of superior call center software. As a result, we hope you will take a few minutes to get to know us a little better.

We are a privately held technology company based out of Fredericton, New Brunswick, Canada. Since 1999, we have been delivering CTI technology for contact center applications based on our family of CTI I-Switch. In late 2002, sensing a paradigm shift in CTI technology, we began developing our products to utilize the benefits of Asterisk. As such, we are proud to be pioneers in the deployment of Asterisk based solutions with remote production support. Today, we have a diverse customer base to vouch for our commitment to quality. Currently, with established sites around the globe, we have recently begun gearing up our partner program in order to achieve our mission of global growth.

Unrivalled Experience

Clearly, you demand experience in your strategic partnership. Since entering the market as an innovative pioneer, the Indosoft name has become associated with trust and experience. We believe Q-Suite is fully capable of giving your customers what they demand, not just what is available. For this reason, we have invested heavily in building flexibility into the heart of Q-Suite. Our singular focus on the call center technology sector has provided us with unrivalled levels of experience in delivering a superior product at an unbelievable price point.

A Proven Track Record

Our track record speaks for itself. With more than 100 established sites in 15 countries, 5 continents around the globe. We can arrange a demo of Q-Suite for potential partners to get first hand evidence of how our product is working to improve operational efficiency. This can be followed by access to Live DEMO servers.

Flexible and Responsive

The sheer power and unprecedented flexibility of Q-Suite will not disappoint you. Based entirely from our offices in New Brunswick, our team remains committed to constantly improving the flexibility, control and responsiveness of Q-Suite. Unique support agreements ensure that professional response levels and leading knowledge is readily available to both you and your customers.

Ease of Integration

Q-Suite can work under the hood, enabling vertical businesses to embed ACD functionality into its mature vertical domain. It comes with a sophisticated API to allow CTI interaction using .NET and socket interface, as well as an XML interface for database interaction. This

creates an opportunity for business systems with legacy telephony to incorporate CTI and embed Q-Suite ACD into their evolved business domain.

Complete turnkey solution

Your customer wants a solution that meets their needs without causing too much upheaval. The latest IP technologies have ensured our products can be installed quickly and efficiently while Q-Suite allows your customers to select their ideal architectural setup, whether it be premise-based or distributed. Q-Suite's ability to be remotely installed significantly improves the implementation process.

Summary

We built our Partner Program to assist business in being a part of our industry-leading software. We enable you to pursue your business by offering superior contact center software at a fraction of the cost, due to the Q-Suite's unique architecture and use of Asterisk. Our professional and managed services will be available to you, as will expert sales and technical training. Unique support agreements ensure that each and every one of your installations will remain operating efficiently long into the future.

A Final Word

The paradigm shift in technology has opened an unprecedented opportunity to enhance your call center platform, lower your cost and provide much more functionality. There has been never such an opportunity to compete and grow with industry leaders. In order to take full advantage of what cutting edge technology can deliver, a close analysis of Asterisk and Q-Suite should remain central to your search for a next-generation contact center ACD technology platform.

There are a number of resources to help you learn about the benefits of Q-Suite and Asterisk. In addition to the reference materials available at, <http://www.q-suite.com/white-papers> You can find valuable information about Asterisk here: Asterisk Website www.asterisk.org

Commercial Asterisk Support Is available through, www.digium.com

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About Indosoft

Indosoft is a global provider of call center software for Asterisk. It has been providing call center solutions to medium and large contact centers around the world for over nine years. It also licenses its ACD for Asterisk with .NET and socket library to enterprises utilizing Asterisk in their product line. Indosoft has been making available Q-Suite ACD for private label contact center technology solutions.

Visit www.q-suite.com.