



Interactive Intelligence Inc.
A global developer of Microsoft®-based business communications solutions.



FOR MICROSOFT® BUSINESS SOLUTIONS CUSTOMERS WHO WANT MORE THAN JUST DIAL TONE FROM THEIR CURRENT PBX, ENTERPRISE INTERACTION CENTER® (EIC) IS THE MICROSOFT-BASED IP PBX THAT INTEGRATES YOUR COMMUNICATIONS AND BUSINESS SYSTEMS. UNLIKE THE PROPRIETARY PHONE SYSTEMS FROM OTHER IP PBX VENDORS... EIC IS THE OPEN SYSTEMS IP TELEPHONY SOLUTION THAT LOWERS YOUR TCO AND FUTURE PROOFS YOUR INVESTMENT.

FEATURES OVERVIEW

Microsoft®-based IP PBX Communications Solution

ENTERPRISE INTERACTION CENTER®. *For Small to Medium-sized Businesses and the Distributed Organization.*

“Voice over Internet Protocol (VoIP) technologies have matured to the point where enterprise buyers recognize that future telephone systems will be IP-based. IP PBXs offer new applications while reducing telephone toll charge and operations costs.”

—Allied Business Intelligence

Enterprise Interaction Center is a complete IP PBX for all of your communications needs in a single system.

EIC offers basic automated attendant, voicemail or unified messaging, Follow-Me, built-in fax server, informal call center (or basic ACD) functionality, Web contact management with chat and Web callback, real-time presence management, and complete remote access for today’s teleworkers and mobile users.

How do we do all of this?

Unlike the multiple systems approach favored by major vendors, EIC uses an open systems approach. EIC also is platform independent, giving your business its choice of a telephony interface based on the Internet Protocol (IP) or traditional telephone lines, along with cost-saving servers, gateways, routers and phone devices. Add EIC’s wide-ranging features, and Interactive Intelligence® provides a complete solution that lets you align enterprise communications and business strategies right now, with the future proof flexibility to grow your communications applications as needed.

Key benefits

EIC’s pre-integrated features and open software architecture leads to benefits unique in the industry:

Faster return on investment due to a lower initial investment, minimized deployment time, and features that immediately maximize productivity.

Future proof investment protection from the ability to move the open EIC software to more powerful hardware such as faster CPUs, roll out voice over IP, and deploy new functionality on demand.

A lower total cost of ownership with EIC’s Microsoft®-centric approach to network management, cost-reducing SIP phones, and a single point of system administration that facilitates in-house adds, moves, and changes.



For Users

IP PBX call processing for users, including configurable dial plan and Direct Inward Dial (DID) number routing

Basic SIP phone capabilities

- Transfer, Conference, Hold, and other common phone features
- Caller ID
- Call and message waiting
- Hot-desking and login from any phone

The Windows®-based Interaction Client® unified desktop interface, which transforms any phone device into a corporate extension on the PC

- Point & click controls to manage calls and Web contacts, including Pickup, Hold, Transfer, (send to) Voicemail, Disconnect, Pause, etc.
- Conferencing up to 30 parties
- Presence management status settings (real-time company in/out board)
- Corporate directories and speed dials for individuals as well as workgroups
- Workgroups interface “page” for workgroup directories, workgroup member status, and extension dialing
- Facilitates hot-desking and remote login
- Use the *Interaction Client* with a SIP telephone or from any phone where user logs in
- Operator target for “0” option out of a user’s voicemail
- Advanced call coverage options for administrative and executive staff

Real-time presence management

controlled from the *Interaction Client* with status settings such as Available, At Lunch, In a Meeting, Out of the Office, etc.

- Set anticipated return times with “Until” fields for date (day) and time of day
- Camp feature lets EIC users monitor when unavailable users become available

Messaging options

Voicemail only if full unified messaging isn’t desired (voicemail only does not offer fax server option)

Unified messaging

- Turns user’s e-mail inbox into universal repository for e-mails as well as voicemails and faxes
- Streamlined message management
- Chat messaging (while away)
- Remote e-mail access via telephone
- Fax forward to alternate number

Add-on desktop faxing via EIC’s built-in fax server

- Desktop fax viewer
- Simple fax on demand using *Interaction Attendant®*
- Auto routing to user extension mailbox or Direct Inward Dial (DID) number

Basic ACD for automatic call distribution among workgroups

Available Forward/ Follow-Me to forward calls and messages to users when away from their desk or the office, based on a user-predetermined Forward phone number maintained in the *Interaction Client*

Call recording, on demand by users and/ or supervisors

- Add the optional *Interaction Recorder®* to randomly record for every nth call, automatically for all calls, or for calls of a certain type; also adds component recording file storage and management

Web services/ Internet chat server

“out-of-the box” to offer customers Web interaction options:

- Web chat, including chat mail, chat recording, workgroup chat, and chat transfers among users
- Web callback requests
- Web Find-Me, which maximizes user availability via an Intranet or public Web site so customers can locate employees, initiate a Web chat, or request a callback
- Intercom chat that allows users to text chat on the *Interaction Client* rather than via phone calls
- Web contact queue capabilities

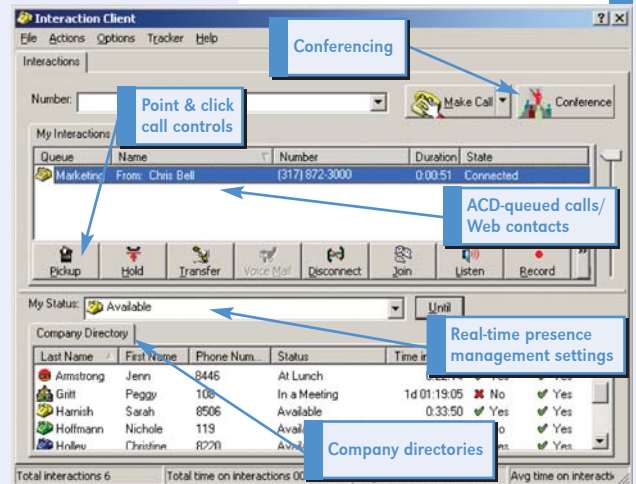
Workgroup solutions

- Hunt groups/ group ring for users and stations; allows calls to be handled by any available user within workgroup; station groups are configurable for simultaneous ringing
- Basic ACD call distribution to specific workgroups, such as Marketing or Support
- Workgroup chat
- Screen pop (CTI)
- Real-time workgroup monitoring for supervisors, including workgroup performance reports
- Multimedia workgroup queuing for phone calls, Web chats and Web callback requests

Administrative assistant features

- User monitor/assist and call forwarding to back up calls and always offer live assistance
- Call coverage options to answer calls based on internal or external calls, status of DND, etc.
- Multiple ring types based on the user being monitored

The *Interaction Client* maximizes employee availability, collaboration and productivity by putting users in total communications control from the desktop.



- User “monitor” capability to assist other admin staff temporarily during breaks, etc.

Easily integrated desktop business applications, existing and new

- Microsoft® Business Solutions suite, FrontRange, PeopleSoft® and many others
- CRM, accounting, data tracking, resource management, etc.

Built-in Account Code support to track activity back to specific accounts

- Account Code Calls: supports tracking and billing of all calls to specific accounts
- Account Code on Faxes: allows accounts to be billed for faxes, courtesy of EIC’s fax server
- Account Code detail and summary reports: run reports or export them to a billing package
- Add Account Codes at any time during a call

Supervisor monitoring

- Listen feature activated from *Interaction Client*
- Customizable alerts based on condition of workgroup queue or agent status
- Extensive supervisory graphs and reports are optionally available

For Administrators and IT Staff

Microsoft-based solution

- Runs on the Microsoft® Windows® 2000 operating system
- Microsoft-centric network approach
- E-mail via Microsoft Exchange and Outlook®

Interaction Administrator® interface

- Single administrative interface for all EIC applications: phone system, voicemail, unified messaging, fax server, basic ACD with screen pops, presence management settings, and chat server including intercom chats among users
- Make adds, moves, and changes in house, in minutes, in a Windows-based environment
- Centralize EIC administration across distributed branch offices via a WAN or LAN
- Replace multiple system administration interfaces/ applications required for “multi-box” proprietary communications systems
- Configure and manage integrated add-on applications such as *Interaction Recorder®*

Interaction Attendant® automated attendant interface

- Configure call routing to individual users and workgroups based on time of day or other schedule
- Configure station transfer routines to standalone station or station group

- Create and update on-hold messages, greetings, line, time of day, scheduled events, holiday/ after hours menus, and unplanned closings such as snow days
- DID/ DNIS routing to specific menus or queues
- Caller (customer) prompting, such as prompts for a caller’s ID or account number
- Decision to route call to workgroup based on availability, number of users, length of oldest call waiting, etc.

Interaction Multi-Site™ add-on component

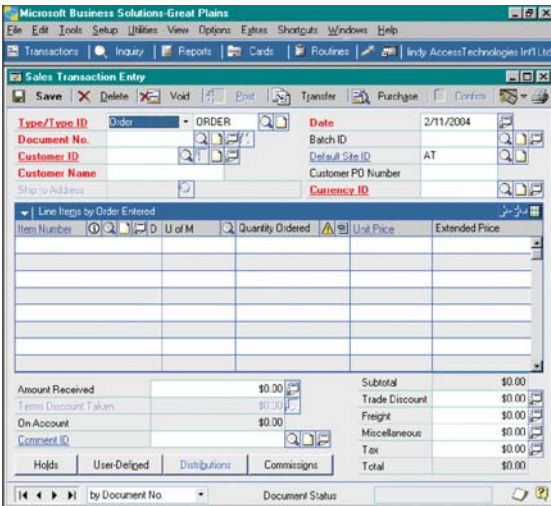
- Multi-site dial plans and roving users
- Real-time status updates for multi-site presence management
- Multi-site reporting to a centralized database server on the network

Multi-lingual menu support in Interaction Attendant for EIC versions in English, French, German, Spanish, Portuguese, Japanese, Korean, Chinese and other languages

- Localization across all EIC system components to streamline changes

Seamless migration to the Interactive Intelligence Customer Interaction Center® solution

- No forklift upgrades and no interface changes for users and administrators
- Add IVR, multimedia queuing, skills-based routing, enhanced online functionality, e-mail processing, predictive dialing and other advanced features



Easily integrated desktop applications such as Microsoft® Business Solutions - Great Plains® let you pair EIC’s communications features with data processes to more efficiently take customer orders, enter sales transactions, track accounts payable data, etc.

For Remote Workers and Mobile Users

Virtual Office feature set that provides an EIC “corporate extension” for laptops and laptop-connected cell phones or telephones

- Use the *Interaction Client* as softphone with a multimedia PC
- Communications console via the *Interaction Client* for: call control; conferencing; multiple call appearances; interaction queuing/ management for Web chats, callbacks and screen pops; access to corporate directories; real-time presence management
- Unified message manager for “unavailable” call processing; messaging requirements, voice mails and faxes in e-mail inbox
- Hot-desking for workers who need to “plug in” at remote branch offices or other locations outside the main office

Follow-Me (calls) and Web Find-Me services to locate users, and to forward calls and messages when a user is away from his or her desk or the office

EIC’s inherent *Interaction Attendant* lets you configure ACD call processes, basic call routing schedules, remote access routines, and auto attendant-based menus that route incoming calls according to the caller’s menu selection



Complete IP PBX made for VoIP

Sized to fit your business

The Enterprise Interaction Center (EIC) IP PBX system is available in pre-configured offerings for 25, 50, 75, 100 and 125 users, but can also be configured for as many as 300 users on a single EIC server.

IP-ready, 100% software solution

EIC comes equipped to support the Internet Protocol (IP) and the software-based Session Initiation Protocol (SIP) open communications standard for voice over IP (VoIP). Intel® NetStructure™ Host Media Processing Software completes EIC's total software equation by replacing telephony cards in the EIC server.

No assembly required...

The non-proprietary EIC system comes pre-assembled out of the box—although you choose the manufacturers who supply the system's components. We simply put everything together and deliver the single-server EIC solution to your office, ready to go. Along with a basic EIC server license, ports, and licensed EIC software for workstations and the EIC *Interaction Client* desktop user interface, your EIC solution includes:

- **EIC server.** Take your pick of Intel®-based, telephony-grade servers from IBM®, HP, Dell™, Advantech, or Alliance Systems, all of which are validated by Interactive Intelligence. Servers are built with single processor configurations for 25 to 50 users, and with more robust dual processor set-ups for 75 users and up.
- **HMP software.** Intel's NetStructure HMP Software elevates IP PBX performance with SIP-based voice, conference, and RTP audio resources. It also reduces costs over more expensive TDM voice boards typically required for IP telephony. Intel's enhanced G.729/723 HMP software is optionally available for EIC.

- **SIP-compliant FXS media gateway.** Whether 2 stations, 2 stations w/ switch, 8 stations or 24, Cisco and AudioCodes offer proven FXS gateways you can rely on.
- **FXO media gateway.** EIC utilizes Cisco's 4- or 8-port gateway for up to 25 users; a T1 gateway for 50 users plus an analog connection for back-up or emergency use (only if T1 fails); a T1+4 analog gateway for 75 users (two gateways of single T1 used in this package); and 2 T1 gateways for 125 users or more.
- **SIP compliant phones.** Polycom provides a selection of SIP phones for the various-sized EIC system offerings ranging from basic end-user devices to highly sophisticated phones for executives. EIC and the open SIP standard also easily accommodate USB phone headsets and standard analog phones.
- **Microsoft-based solution.** EIC runs on Windows 2000, offers e-mail via Microsoft Exchange and Outlook, and lets your business easily integrate Microsoft® Business Solutions applications including Great Plains®, Solomon and others.

EIC Bundled Offerings options

Basic EIC Offering

- EIC base server
- EIC voicemail license
- EIC basic features for users and system administrator

Advanced EIC Offering

- EIC advanced server
- EIC unified messaging user license (voicemail, e-mail, fax)
- EIC contact center workstation license
- EIC fax user license
- *Interaction Recorder*® (requires second server to store recording files)
- *Interaction Recorder* workstation add-on
- *Interaction SIP Proxy*™ Server advanced v. 2.0
- Additional EIC ports and software licenses for workstations and the *Interaction Client*

Installation in hours

Once the pre-configured EIC server is delivered to your site, implementation is simply a matter of running the menu-driven EIC Set-up Wizard, configuring stations, lines and users via EIC's built-in system administration interface, and launching the EIC IP PBX phone and communications system in hours, not days.

Why Voice over IP (VoIP) and SIP?

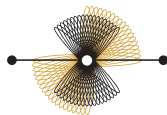
By routing IP PBX-based voice traffic over a data network using interoperable IP devices—including a SIP proxy server to direct calls to their proper destination—SIP considerably reduces costs over traditional telecom carrier networks and services. Moreover as an international standard for control within IP networks, SIP gives any organization a blueprint for text-based messaging and application sharing in addition to real-time voice communications.

Education, Training and "E-Learning"

Interactive Intelligence offers continually updated training curriculums for EIC system administrators and end-users. Online E-Learning Courses provide convenience, while instructor-led courses and labs facilitate hands-on learning at Interactive Intelligence locations throughout Europe and the Asia-Pacific. Visit www.ININ.com/education for current course listings, descriptions and online registration.

For More Information and Availability

For more Information on the *Enterprise Interaction Center*®, visit www.ININ.com or e-mail info@ININ.com.



INTERACTIVE INTELLIGENCE®

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A global developer of Microsoft®-based Business Communications Solutions.

Interactive Intelligence Inc. (Nasdaq: ININ) was formed in 1994 and today is a leading developer of software for the enterprise, IP telephony, contact center automation and unified communications. The company is headquartered in Indianapolis, Indiana, and maintains offices throughout North America, Europe and the Asia-Pacific with more than 1,000 customers globally.

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