



MICROSOFT®-BASED BUSINESS COMMUNICATIONS

Vonexus is a wholly-owned subsidiary of Interactive Intelligence Inc.® (Nasdaq: ININ), a global developer of 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.

CASE STUDY

Microsoft®-based IP PBX Helps Small Business Increase Productivity Among Mobile Employees



About Access Technologies

Access Technologies is a full-service technology consulting firm providing Microsoft business solutions to mid-market organizations

throughout the nation. These services include application implementation, customization and development, training, ongoing support, and systems analysis and management. The company has been a Great Plains® partner since 1989, and following Microsoft's acquisition of Great Plains, became a certified Microsoft® Business Solutions partner in 2001. Access Technologies was founded in 1989 and is headquartered in Naperville, Illinois.

www.accesstek.net

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Technology Snapshot

IP PBX:

Enterprise Interaction Center (EIC) version 2.2

Number of Users: Approximately 20

Platform: Intel® NetStructure™ Host Media Processing Software (HMP)

IP Boards: None

Server: HP ML 330

Messaging: Exchange 2003

Phones: 15 Polycom IP phones

Other: Enterprise Communications Portal pre-integrated with Microsoft CRM

The Problem

In late 2003, Access Technologies began a search to replace its existing Inter-Tel PBX. As a small business with half its employees working in the field or remotely, the company needed a more cost-effective, flexible communications solution that also provided a wider range of mobile applications, such as collaboration, conferencing and messaging.

“At first we considered upgrading our existing PBX to get the features we needed, but we quickly discovered that it would've required a costly forklift upgrade, and we still wouldn't have the all-Microsoft infrastructure, or open, converged communications architecture that was going to position us for optimal future growth,” says Access Technologies founder and chief executive officer, Lindy Antonelli.

Access Technologies reviewed products from other vendors, and while some met its feature requirements, none offered the interoperability it wanted, or the type of underlying architecture that proved sufficiently flexible, open, or easy to manage.

The Solution

That's when the company found an IP telephony solution developed specifically for the Microsoft small to mid-sized business customer. The product was called **Enterprise Interaction Center®** (EIC) from Vonexus, a subsidiary of business communications software developer, Interactive Intelligence. EIC included SIP-based IP switching, a wide range of communications applications, pre-integration with Microsoft CRM, and a first-of-its-kind communications portal.

“We chose EIC, because it was the only proven IP PBX that was standards-based, had an all-software option for ease-of-use, and offered a voice-enabled portal tightly integrated with the complete Microsoft product suite—from Microsoft Exchange to Microsoft CRM,” Antonelli says.

Access Technologies selected EIC's all-software option, which uses Intel's Host Media Processing software to eliminate the need for voice boards. According to Intel, this simplifies maintenance, and can reduce costs by up to 40 percent compared to board-based IP deployments.

The company also selected EIC's optional Enterprise Communications Portal developed by Ohio-based Interactive Solutions (www.int-sol.com), a Premier National Integration Partner of Vonexus parent company Interactive Intelligence. The Enterprise Communications Portal is a browser-based portal pre-integrated with Microsoft CRM, which takes advantage of EIC's call control features. The portal gives mobile and remote users screen pop functionality, along with applications such as unified messaging and presence management.

With the help of Interactive Solutions, Access Technologies completed its new deployment on schedule and within budget in mid-January 2004. Access Technologies is using EIC for SIP-based switching, auto-attendant, workgroup routing, conferencing, call forward/follow-me, and reporting. The EIC product supports all 20 company employees, who are now equipped with Polycom IP phones.

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The Benefits

Access Technologies reports EIC benefits ranging from increased productivity to enhanced customer service.

“Since installing EIC, we’ve seen increased productivity, improved call quality, reduced infrastructure maintenance, and enhanced customer service,” says Antonelli.

“Employees especially love the fact that, from anywhere, they can now simply log onto a Web page and access a wealth of back-office data, including customer lead tracking information, call center statistics, and the company directory. And being able to do things like forwarding voice mails as e-mail attachments from their inbox, and listening to e-mails over the phone has made them more responsive to co-workers and clients alike.”

Antonelli adds that EIC’s workgroup routing has also greatly enhanced customer service. “With the old system, callers had to zero-out to the operator if they got someone’s voice mail,” she says. “Now, if callers get voice mail, they can be forwarded automatically to another workgroup or employee based on a pre-configured routing plan. Clients love this new accessibility.”

Access Technologies has also enjoyed benefits resulting from simplified management.

“We used to administer our old PBX via two different servers,” says Access Technologies information technology director, Rob Potthoff. “To make matters worse, the administrative interfaces were anything but intuitive. Because of EIC’s unified all-software architecture, its centralized administration, and single graphical interface, I spend only about 2 to 3 percent of my time managing it, compared to between 15 and 20 percent spent managing the old system.”

Potthoff adds that he’s also now able to administer the system remotely by simply logging onto a Web page via the corporate IP VPN.

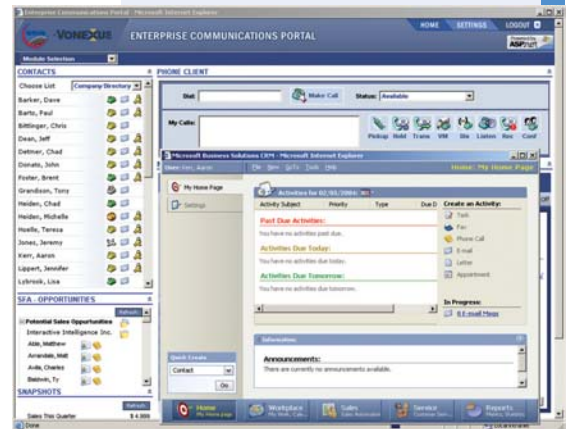
“The wireless remote administration, the ability to upgrade and test EIC without having to take it down, and the fact that we no longer have to worry about forklift upgrades,

all translate into significantly reduced lower total cost of ownership and a faster return on investment,” he says.

Interactive Solutions is integrating Microsoft’s accounting software, Microsoft Great Plains, and its portal engine, Microsoft SharePoint® Portal Server 2003, into the Enterprise Communications Portal. Access Technologies plans to deploy this new functionality and expects even greater benefits as a result.

“Pre-integration to more Microsoft business applications puts additional information into the hands of mobile employees, thus we expect even greater productivity gains moving forward,” says Antonelli. “This kind of anytime, anywhere access, combined with an open, software-based architecture, Windows-based telephony client, and advanced call control and routing functionality, make EIC a truly complete and ‘future-proofed’ IP PBX product for the Microsoft SMB.”

The EIC portal gives mobile users anytime, anywhere access to corporate data via applications such as Microsoft CRM, along with powerful communications features such as unified messaging, conferencing, and presence management.



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Vonexus is a wholly-owned subsidiary of Interactive Intelligence Inc.® (Nasdaq: ININ), a global developer of business communications solutions since 1994. Vonexus offers the only 100% Microsoft®-based IP telephony solution developed exclusively for Microsoft Small to Medium-sized Business (SMB) customers—the Enterprise Interaction Center®. In addition to supporting Microsoft® Business Solutions applications and Microsoft Server Solutions, EIC offers SMBs as well as enterprises and mobile workgroups a host of productivity-enhancing features including Windows® or Outlook®-based softphone, Exchange-based voice mail and unified messaging, integrated IVR, and Windows Mobile™ and Office Online functionality.

Find out how Vonexus and the EIC IP telephony solution can help you grow your business with a reliable and complete converged communications system, from the leader in all-software IP telephony. Vonexus.

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