

**Enterprise IP Telephony****IVR****Contact Center Automation**

- Multimedia Recording & Quality Monitoring
- Blended Dialing & Campaign Management
- Network-based Pre- and Post-call Routing
- Web Self-service & E-mail Response Management
- Workforce Management

**Enterprise Messaging****Challenge**

Improve telephony functionality and provide remote access and disaster recovery capabilities

**Solution**

Customer Interaction Center® (CIC) - a standards-based, all-in-one communications software suite offering multimedia contact center automation and enterprise IP telephony applications

**Benefits**

- Increased reliability with a cost-effective disaster recovery system
- Improved customer service with remote employee support
- Increased operational efficiencies with single point of administration, customisation and reporting
- Investment protection as a result of standards-based architecture

“CIC’s disaster recovery capabilities, combined with its remote support, have enabled us to mitigate business risks by ensuring our employees can access our telecommunications system at any time and from anywhere.”

# MetService Deploys IP-based Communications Solution to Provide Mission-Critical Service

**About MetService**

MetService is a state-owned enterprise in the business of operational meteorology. It gathers, analyses and provides weather information for the public of New Zealand and for a wide range of commercial customers globally. The weather information services range from general forecasts to products tailored to meet the needs of specific industries, such as aviation and energy. MetService was founded in 1992, employs 195 people, and is headquartered in Wellington, New Zealand. For more information about MetService, visit <http://www.metservice.co.nz/>.

**The Challenge**

In mid-2006, MetService was faced with the challenge of aging phone switch (PABX), voice mail and interactive voice response (IVR) systems that no longer met its demands.

“These were disparate, aging systems fast approaching their used-by dates after which the products would no longer be supported,” said MetService CIO, Russell Turner. “As a company that provides mission-critical weather services, we had to address these challenges. Specifically, we needed to ensure we had disaster recovery capabilities and could provide remote access to our forecasters.”

Installed a decade prior, the original system consisted of separate PABX, voice mail and IVR hardware at the three MetService offices located throughout New Zealand. There was no voice network between the offices, no disaster recovery, and no remote access capabilities. Each piece of equipment required separate backup, maintenance and support.

“The need for disaster recovery through the provision of remote IP clients was a priority. The driver behind our business - weather events - can prevent us carrying out our business due to effects on communications or preventing forecasters traveling to work at the very time when it matters most. With businesses relying on our services around the clock, it’s vital that our forecasters be able to log in remotely and deliver up-to-date, accurate information,” Turner said.

Another driver for a more reliable system was the company’s core weather update service.

“Our 0900 pay-per-call automated weather update service generates significant income and is heavily relied upon by our users, Turner said. “If it failed, our business would be greatly affected.”

**The Solution**

MetService reviewed responses from more than half a dozen vendors and evaluated these on the basis of functionality, architecture and price. After an extensive review, MetService chose an IP-based contact center automation software suite from Interactive Intelligence.



The software, called Customer Interaction Center® (CIC), offered standards-based, single-platform architecture designed to eliminate the cost and complexity introduced by stand-alone products.

MetService elected to run CIC on a dedicated IP voice network, just like a traditional PBX. CIC provided the built-in session initiation protocol (SIP) support – the open standard for voice over IP.

“CIC scored highest on our selection criteria, in particular based on functionality,” Turner said. “The software offered us easy upgrades for features such as speech recognition with simple license purchases. This was not possible with our old system.”

MetService deployed CIC to support its 195 employees located across three distributed offices in Wellington, Paraparaumu and Christchurch.

Today, CIC provides features such as automatic call distribution (ACD), IVR, desktop faxing, unified messaging, and more.

CIC also provides remote support to forecasters who can now access the corporate telephony system from home when conditions prevent them from traveling, or when they are on the road. These remote users simply log onto CIC via a VPN connection from their computers to take advantage of all the functionality they used to get only when working at the

office.

Equally important, MetService now has full disaster recovery capabilities with a redundant, high-availability CIC back-up server.

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## The Benefits

Many of the benefits MetService has experienced as a result of its CIC deployment stem from the software’s unique single-platform architecture.

“CIC has eliminated multiple points of administration, customisation and reporting, which has vastly simplified management, thus increasing our operational efficiencies,” Turner said.

“By only having to back up a single system, CIC provides efficient as well as reliable disaster recovery.”

MetService also cites CIC’s standards-based architecture as a benefit.

“CIC’s use of open standards such as SIP means it easily interoperates with our existing technologies, which gives us maximum investment protection,” Turner said.

MetService has also reduced

business risk using CIC.

“CIC’s disaster recovery capabilities, combined with its remote support, have enabled us to mitigate business risks by ensuring our employees can access our telecommunications system at any time and from anywhere.”

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## INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company has developed a single-platform, standards-based unified communications software suite designed to eliminate the cost and complexity introduced by product portfolio vendors. Founded in 1994 and backed by more than 2,500 customers worldwide, Interactive Intelligence is not just an innovator, but an experienced leader offering proven solutions designed for maximum customer value.

[www.inin.com](http://www.inin.com)

### Deliberately Innovative

**World Headquarters**  
7601 Interactive Way  
Indianapolis, IN 46278 USA  
317 872 3000 voice and fax

### Latin America

84 Park Ave.  
Flemington, New Jersey 08822  
+1 317 715 8386 voice and fax

### Europe, Middle East and Africa

Thames Central  
Hatfield Rd.  
Slough, SL1 1QE  
Berkshire, United Kingdom  
+44 01753 418 800 voice

### Asia Pacific

Suite 24.5 Level 24 Menara IMC  
8 Jalan Sultan Ismail  
50250 Kuala Lumpur, Malaysia  
+603 2776 3333 voice