



Partner: Interactive Intelligence

Web Site: www.inin.com

Partner Size: About 600 employees

Country or Region: United States

Industry: Telecommunications

Partner Profile

Interactive Intelligence is a global provider of unified communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. Founded in 1994, the company has more than 3,000 customers worldwide and is headquartered in Indianapolis, Indiana.

Software and Services

- Microsoft Office
 - Microsoft Office Communications Server 2007 R2

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IP Solutions Firm Adds Collaboration Features to All-in-One Communications Software Suite

“With our software suite, businesses using Office Communications Server 2007 R2 get value-added features that are critical to managing customer interactions in the contact center.”

Joe Staples, Senior Vice President of Worldwide Marketing, Interactive Intelligence

Interactive Intelligence has long recognized the benefits of building its contact center, enterprise IP telephony, and enterprise messaging solutions on Microsoft® software. In February 2009, Interactive Intelligence announced that its all-in-one IP communications software suite would integrate with Microsoft Office Communications Server 2007 R2, helping customers to communicate and collaborate more effectively.

Business Needs

Interactive Intelligence offers unified IP communications products and services designed for midsize to large contact centers and enterprises, including distributed organizations with remote and mobile workers. The company's vertical-market specialties include insurance, healthcare, financial services, outsourced services, and higher education.

As a Microsoft® Gold Certified Partner, Interactive Intelligence recognizes the value of building on and extending the capabilities of Microsoft software. For more than 15 years, the company has applied this principle to creating its all-in-one IP communications

software suite. This suite is scalable and standards-based, offering single-platform architecture with inherent multichannel processing to deliver comprehensive applications—minus the cost and complexity introduced by multipoint products.

Interactive Intelligence software runs on Windows® operating systems and derives much of its key functionality from core Microsoft infrastructure software such as Microsoft Exchange Server 2007, Office SharePoint® Server 2007, Office Live Meeting, and particularly Office Communications Server 2007. Interactive Intelligence software also integrates customer call controls and interaction tools

directly into Microsoft applications, including Microsoft Dynamics® CRM, Microsoft Dynamics GP, and the Microsoft Office Outlook® 2007 messaging and collaboration client. The company develops its integrated solutions using the Microsoft .NET Framework and the Microsoft Visual Studio® 2008 Professional Edition development system.

Interactive Intelligence continually seeks ways to help its business customers get the most from their IT and telecommunications systems. When the company learned that Microsoft was planning to release an upgrade of Office Communications Server 2007, Interactive Intelligence saw an opportunity to add value to the new release by helping contact center agents and business users communicate and collaborate more effectively.

Solution

In late 2008, Interactive Intelligence began working with a beta version of Microsoft Office Communications Server 2007 R2 and integrating the new release with the company's software suite. Office Communications Server 2007 R2 builds on the unified communications functionality of Office Communications Server 2007, adding features such as an attendant console for efficient call management, persistent group chat for topic-based discussions, and Session Initiation Protocol trunking for voice over IP (VoIP) connections that don't require on-premise gateways.

Similarly, the upgraded version of the Interactive Intelligence software suite—version 3.0—offers many enhancements for business users and contact center agents. Improvements include increased security, broader integration, simplified deployment, and additional mobility features.

Interactive Intelligence officially announced its support for Office Communications Server 2007 R2 in February 2009, and the company expects to release the integration to Office Communications Server 2007 R2 in a service update to its 3.0 version software in the third quarter of 2009.

Benefits

By integrating its software with Office Communications Server 2007 R2, Interactive Intelligence is gaining benefits, including:

- **Expanded market reach and new business opportunities.** Interactive Intelligence has been creating contact center and enterprise communications solutions since 1994. Now, the company is enhancing its products and enlarging its potential customer base by integrating the presence, instant messaging, VoIP, and video in Office Communications Server 2007 R2. "We see a lot of benefits from drawing on Microsoft for both technology and marketing," says Joe Staples, Senior Vice President of Worldwide Marketing at Interactive Intelligence. "By building on Office Communications Server 2007 R2 and aligning our strategy with that of Microsoft, we're better able to support the existing investments of large business customers."
- **Combined communications expertise.** The integration of the Interactive Intelligence software and Office Communications Server 2007 R2 provides businesses with a comprehensive solution. Staples says, "Customers who already have deployed Office Communications Server 2007 R2 for enterprise users can seamlessly add our software suite for contact center capabilities, such as reporting, enhanced fax functionality, work-force management,

automatic call distribution [ACD] skills-based routing, interactive voice response, and predictive dialing capabilities. With our software suite, businesses using Office Communications Server 2007 R2 get value-added features that are critical to managing customer interactions in the contact center."

- **Effective employee communication and collaboration.** The Interactive Intelligence software suite supports real-time user status information (or presence) that is synchronized with the presence capabilities of Office Communications Server 2007 R2. It also supports sending and receiving instant messages, e-mail messages, and video messages across both systems through a common enterprisewide user directory.

Roe Jones, Product Manager at Interactive Intelligence, says, "The entire process of mapping presence information from our software to Office Communications Server 2007 R2 is seamless—whether making calls, checking the status of others, or initiating video conferences. For instance, let's say a business has 100 users of Office Communications Server 2007 R2, and it has 50 contact center agents using our software. Now, all 150 employees can collaborate across the two systems and use tools they're already familiar with. Plus, we offer a common enterprisewide directory so it's easy for IT to support everyone."

Staples adds, "For even more collaboration options, our software also directly supports Windows Mobile® devices along with shared documents and Web sites using Office SharePoint Server 2007."