

Contact Center Automation

- Multimedia Recording & Scoring
- Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing

Enterprise IP Telephony**Enterprise Messaging****Self-service Automation**

- IVR
- Web, KM, & ERMS

SIEMENS**Challenge**

Replace fragmented, dated, and expensive communications system with an IP-based system that offered a central point of administration, supervision and customization; and that could easily integrate with back-end IT applications.

Solution

- Vonexus Enterprise Interaction Center[®] (EIC) by Interactive Intelligence
- Siemens HiCom[®]

Benefits

- Better system accessibility and visibility; simplified MACs.
- Increased reliability at a lower cost
- New teleworking option with remote agent capabilities
- Reporting improvements for more accurate analysis and better use of resources
- Cost savings of about \$3,600 over a nine-month period from toll-bypass
- Ongoing savings of about \$2,400 per month by eliminating outsourced audio conferencing

Making Telecommunications Easier for Siemens Energy Services

Unified Communications Software Suite Improves Productivity, Performance & Savings

About Siemens Energy Services

Siemens Energy Services (SES), a division of Siemens (NZ Ltd), is a leading independent provider of field services and technical support for gas and electricity networks. SES serves residential, business and utility customers from twelve centres across the North Island of New Zealand. SES employs more than 400 people and is headquartered in Albany Auckland. The company can be reached at +649 919500; on the Net at <http://www.siemens.co.nz/ses>.

The Challenge

In 2005 Siemens Energy Services (SES) found itself looking for a radical change to its communications infrastructure. Its existing systems were fragmented, dated, expensive, and unable to support the unified approach to voice, data and network communications the company wanted.

"We had multiple, disparate systems with many approaching their 'use-by' date, which made it difficult to expand," said Miek Thienpont, Business Application Specialist for Siemens Energy Services. "This also meant that our staff had no common user interface. Plus, our support and maintenance costs were high, and cable management, along with Moves, Adds and Changes (MACs), was complex and expensive."

The Solution

Following a review of solutions, SES chose an enterprise IP telephony system from Interactive Intelligence Inc. called Vonexus Enterprise Interaction Center[®] (EIC).

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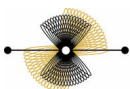
The Vonexus EIC provided a single-platform, standards-based software system with pre-integration to a host Microsoft business solutions, along with its own built-in voice/data applications, such as automatic call distribution (ACD), interactive voice response (IVR), auto-attendant, voice mail, unified messaging, conferencing, and call recording.

The Vonexus EIC software was integrated with an existing Siemens HiCom[®] front-end via session initiation protocol (SIP), the open standard for voice over IP (VoIP). The solution was implemented to provide a single virtual IP telephony system over four sites, along with the option for easy expansion to support additional sites if required.

Given the many mission-critical functions that SES relied on as part of its telephony system -- such as call recording within the Dispatch Contact Centre -- eliminating the complexity that multi-box systems introduced was extremely important. Because fewer "boxes" meant fewer systems to back-up, the new solution offered a higher level of redundancy at a relatively lower cost.

The Benefits

Both SES business users and the Dispatch Contact Centre staff report significant operational and functional improvements since installing the new system. In particular, the enhanced functionality and simplicity of the Vonexus EIC user interface have



proven popular with staff. Its tight integration with MS Outlook for unified messaging means that both e-mail and voicemail can now be accessed through a single portal, and individual direct inward dialing (DID) numbers can also act as individual inbound fax numbers.

Integrated company and personal telephone directories enable staff to search for and dial another user from within the Vonexus EIC desktop client. This same functionality has proven popular within the SES Dispatch Contact Centre where the caller's name is provided based on the calling line ID.

The ease of ad-hoc audio-conferencing of extensions has also proved beneficial, as has the ability to telework by logging into the system from home.

"Overall, management of the SES telecommunications environment has been improved through better system accessibility and visibility, and simplified MACs," Mr. Thienpont said.

SES fully exploited the flexibility of the system's open, software-based architecture by creating allocation of "cost codes" within the reporting module to help it discover areas for potential savings. It also linked the system's call logging with telecom tariff tables, thus consolidating reports for more accurate analysis of results.

In addition to these customizations, SES fully integrated the Vonexus EIC with its Citrix environment.

Perhaps most dramatic, however, are the bottom-line savings SES has enjoyed.

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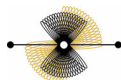
"Following the Vonexus EIC installation, we realized cost savings of approximately \$3,600 over a nine-month period as a result of the system's toll bypass capabilities for internal site-to-site calls," Mr. Thienpont said.

"In addition, we're seeing ongoing savings of approximately \$2,400 per month by using the Vonexus EIC built-in audio conferencing feature rather than telco-based services."

SES estimates another \$6,000 in annual savings based on the system's toll breakout capability, which routes Siemens national toll calls to external numbers (e.g. Auckland-to-Wellington) via the SES local office so that they are charged as local calls.

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This case study was co-written by TeleConsultants NZ Ltd. (www.teleconsultants.co.nz), a leading Auckland-based consultancy specialising in the application of telecommunications and information systems to improve the business efficiency, cost effectiveness and competitive position of its clients.



INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of business communications software and services for contact center automation and enterprise IP telephony.

The company has developed a unified communications software suite that's scalable and standards-based, offering single-platform architecture to eliminate the cost and complexity introduced by individual point products.

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 and long-term investment protection.

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

www.inin.com

Latin America

2813 Executive Park Drive, Suite 117
Weston, FL 33331 USA
+1 317 715 8386 voice and fax

Europe, Middle East and Africa

Thames Central
Hatfield Road
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