



New Generation Contact Centers



La soluzione disponibile sul mercato

- ❖ Meir Yaniv
- ❖ Senior VP , Worldwide Operations, CosmoCom Inc.

Confidential- Not to be distributed without CosmoCom written permission

© 2002 CosmoCom, Inc.



CosmoCom, Inc.

- ❖ Founded 1996
- ❖ 14 Quarters of Revenue
- ❖ Financial Strength
- ❖ Worldwide Presence
- ❖ Experienced Management Team
 - Comverse, Telcordia, AT&T, Nortel, CA, Citicorp, Deloitte
- ❖ Technology and Market Leadership
 - New Generation Contact Center
 - New Generation IN

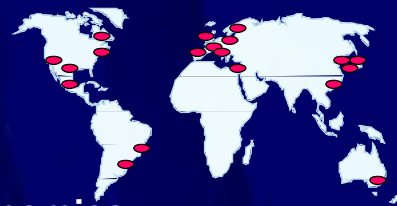


Financial Strength

- ❖ **Excellent Investors**
 - Topspin, Wheatley
 - IDB Group
 - SAIC
 - TCV, Intel, Marconi
- ❖ **\$65 Million Raised to Date**
- ❖ **Very Strong Balance Sheet**
- ❖ **Growing Revenue, Long Term Contracts**
- ❖ **Responsible Financial Management**



Worldwide Presence



- ❖ **Offices in Major Economies**

USA (HQ)	Japan	Germany
France	UK	China
- ❖ **Partner Representation**

Taiwan, Singapore, Korea
Italy, Sweden, Spain, Netherlands,
Mexico, Brazil, etc.



Leadership

❖ Market

➤ Industry Analysts Recognition

- DataMonitor
- Frost and Sullivan
- Gartner
- Ovum
- Yankee Group

➤ Over 35 Industry Awards

- Top Telco Customers
- Top NGN, OEM Partners

❖ Technology

- US Patent
- Field Proven Product



Selected Customers

Telco

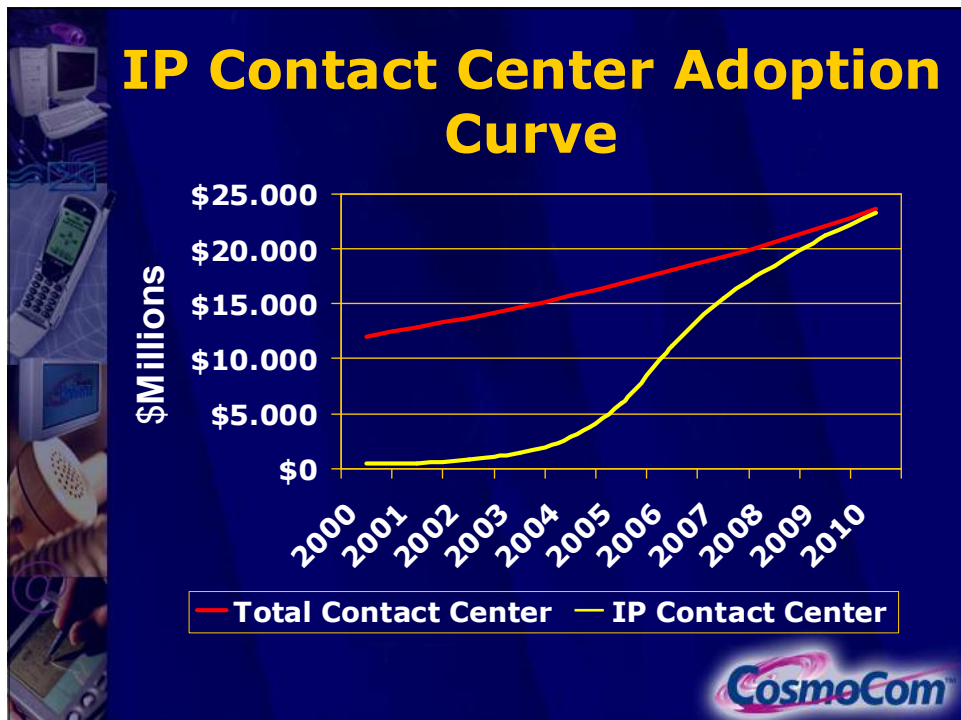
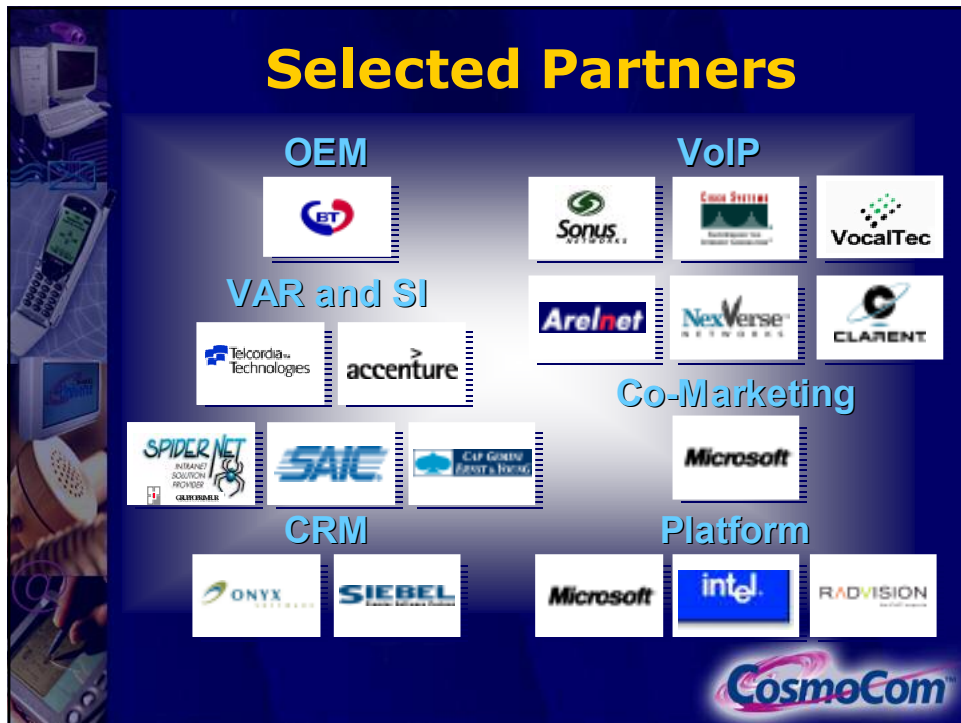


ASP



Outsourcers





Key Messages

- ❖ CosmoCom is the leading provider of NGN solutions, especially for contact center and IN applications
- ❖ CosmoCom delivers high capacity, high availability platforms targeted at service providers and mission critical applications
- ❖ CosmoCom technology is open standards based, enabling easy customization and integration



CosmoCall Universe

- ❖ ACD – Unified Routing and Queuing of all Contact Types
 - Telephone Calls
 - Web Video
 - Web Chat
 - Email
 - Web Voice
 - Voice Mail
- ❖ New Generation Intelligent Network (NGIN)
 - Static Pre-Routing
 - Dynamic Pre-Routing
- ❖ IVR and Announcements
- ❖ Web Co-Browsing
- ❖ Integration to Business Applications
 - CRM
 - Help Desk
 - Workforce Management
- ❖ Predictive Dialing
- ❖ Multi-channel Recording
- ❖ Realtime & Historical Reports

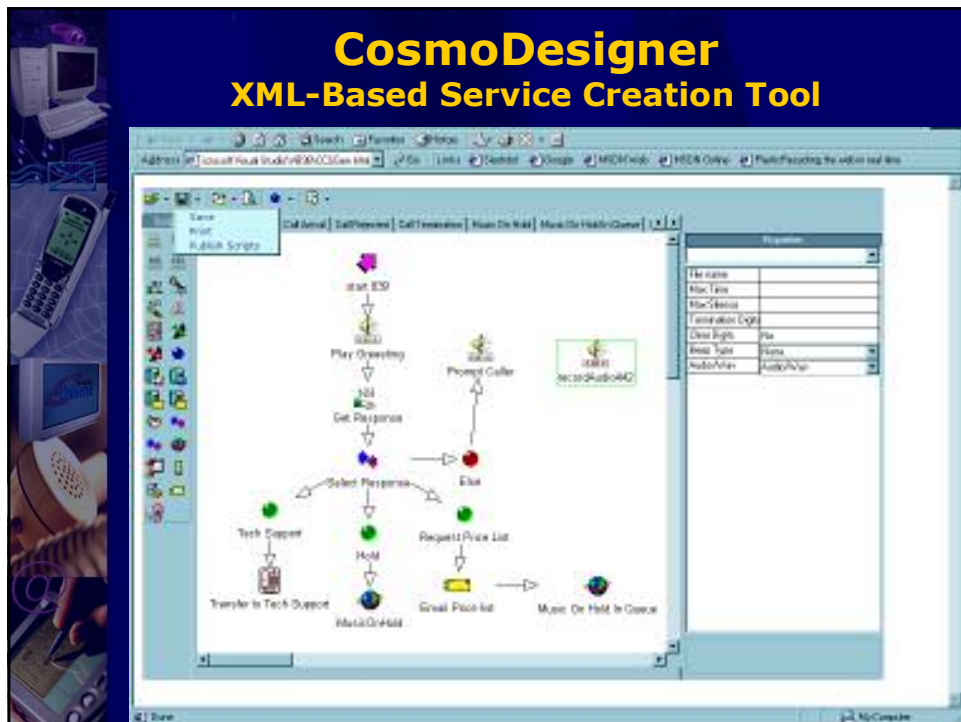


XP Based Technology

CosmoCall Agent


Web Caller

CosmoDesigner XML-Based Service Creation Tool



Legacy vs. IP

<u>From</u>	<u>To</u>
❖ Telephone Circuits	❖ IP Packets
❖ One Media, One Chnl	❖ Multimedia, Multi-Chnl
❖ Multiple Appliances	❖ One Appliance (PC)
❖ Multiple Comm Links	❖ One Comm Link
❖ Centralized	❖ Fully Distributed
❖ Location Dependent	❖ Location Independent
❖ CTI	❖ CCI
❖ Integrated	❖ Unified



Only IP Delivers Unified Contact Center

Session Connection	Self Service	Live	Message
Phone	IVR	Telephone Call	Voice Mail, Fax
Internet	Web	Chat, VoIP, Video, Co-Browse	E-Mail



Easy to Customize and Integrate

❖ Open Standards Based

- Easy to Integrate with other Applications
- Easy to Customize
- Easy to Productize

❖ SDKs and APIs

- Agent SDK for Customizing Function and Look
- Robust APIs for access to reporting data and IVR functions
- Built-in connectors for CRM integration



Private Label Example: AT&T

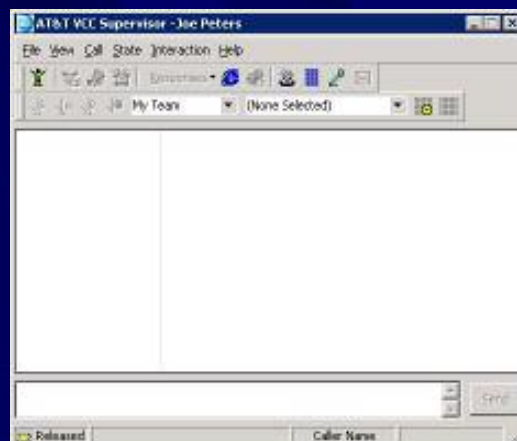


*Agent Screen
(Chat Closed)*

*Agent Screen
(Chat Open)*



Custom Splash



Private Label Example: BT

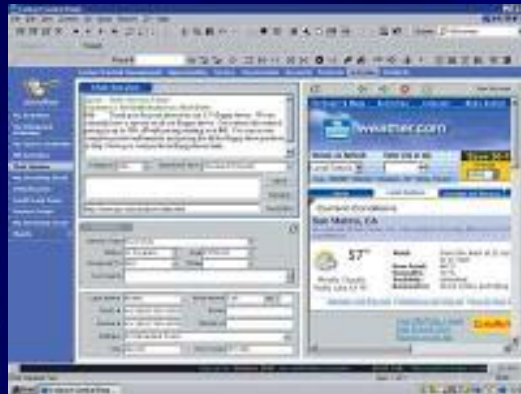
Custom Contact



Custom Packaging



BT Contact Central is Based on Software



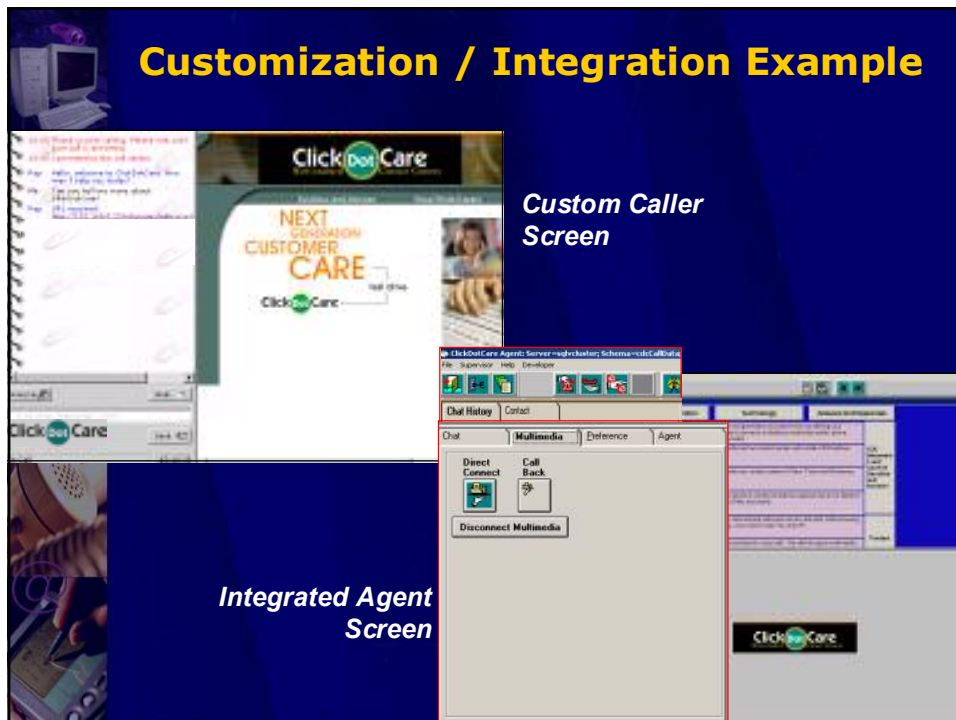
All in One Agent...
Out of the Box

CosmoCom

Customization / Integration Example

Custom Caller
Screen

Integrated Agent
Screen



Custom Icon Example



*Agent Screen
(Chat Closed)*




*Agent Screen
(Chat Open)*

Easy CRM Integration

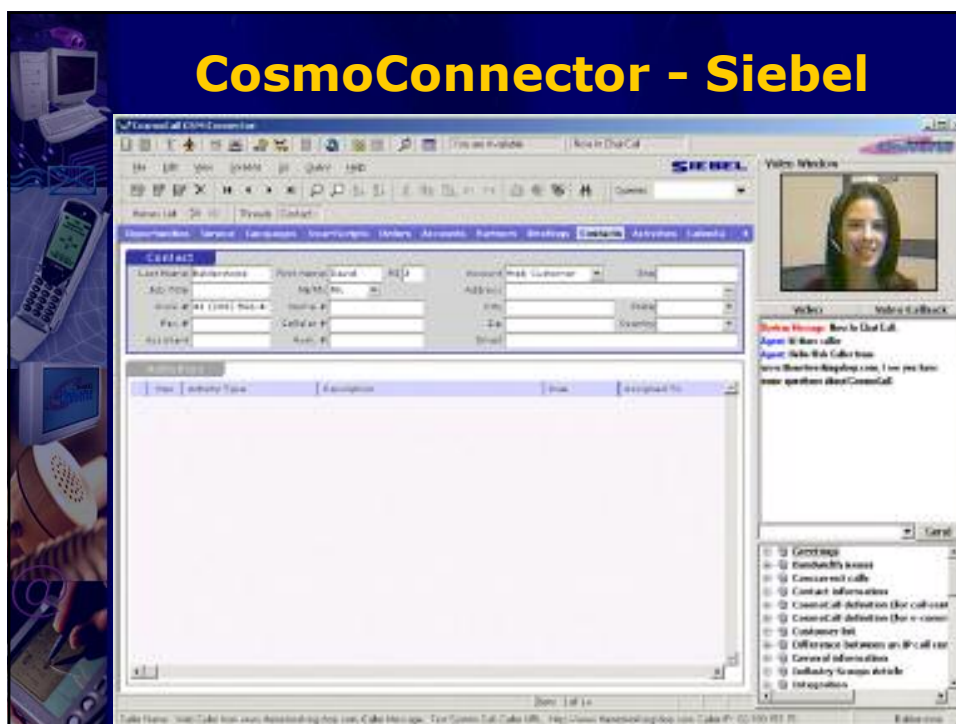

- ❖ **CCI: Computer-Computer Integration**
- ❖ **Better Approach than CTI**
 - Easier, Quicker, Cheaper
 - Open Standards-based: COM objects, XML, .NET
 - More Reliable and Feature Rich
- ❖ **Call Object Concept**
 - Call Information is Always with Call
 - Easily Shared With External Applications
 - Facilitates Intelligent Screen Pops and Transfers
- ❖ **CosmoConnector**
 - CosmoCom's CRM Integration Enabler



Traditional CTI



The "Rube Goldberg" Approach



CosmoConnector – Onyx



BT Contact Central

- ❖ **All-in-One, Pre-Integrated ACD, IVR and CRM**
 - Custom CosmoCom / Siebel Integration by BT
 - Extensive ACD / IVR / CRM Interoperability without SI costs
- ❖ **Two Major Components**
 - Contact Platform – CosmoCall Universe
 - CRM Platform – Siebel eBusiness 2000
- ❖ **Launched November in UK**
 - Selling Briskly
 - ACD-IVR-CRM Combo Hot Item
- ❖ **BT Expects £2.5 billions by 2004-2005 from CRM**
 - Contact Central Key Component of Strategy

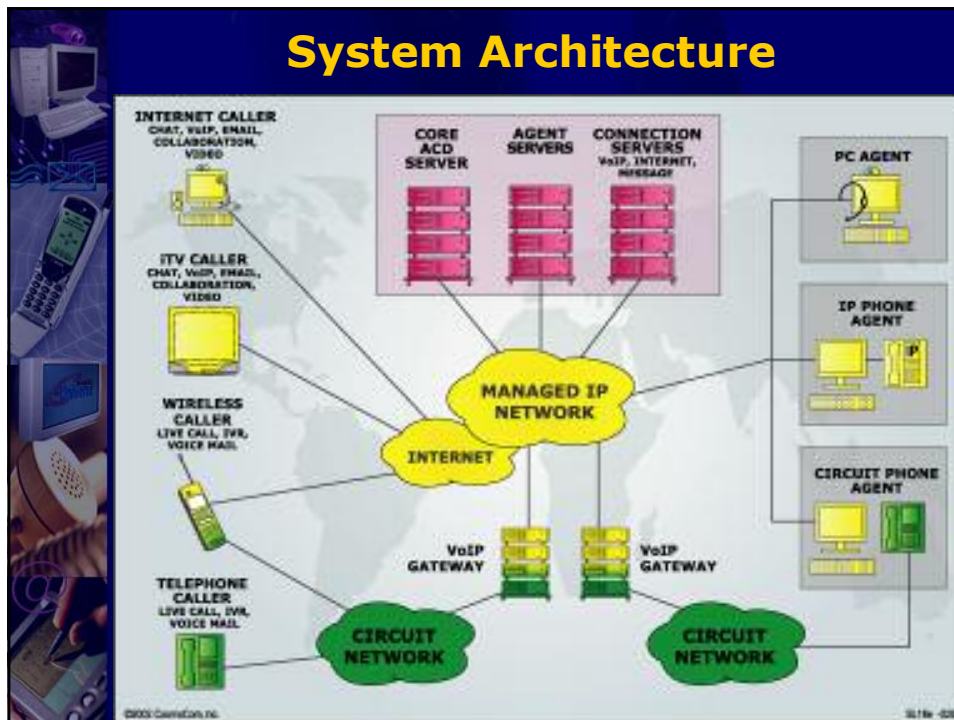


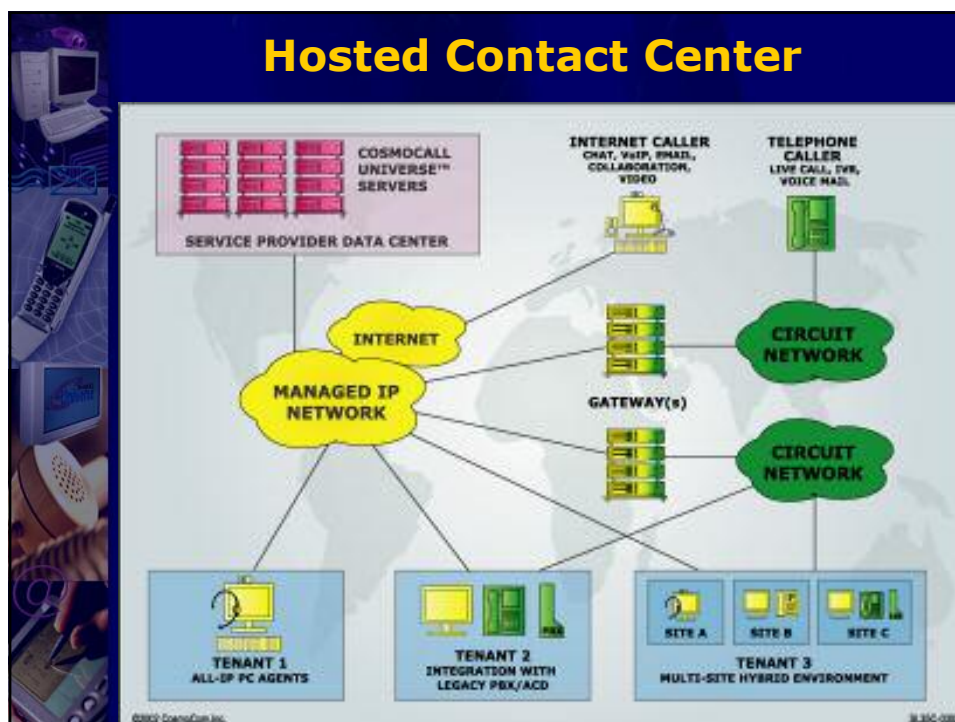
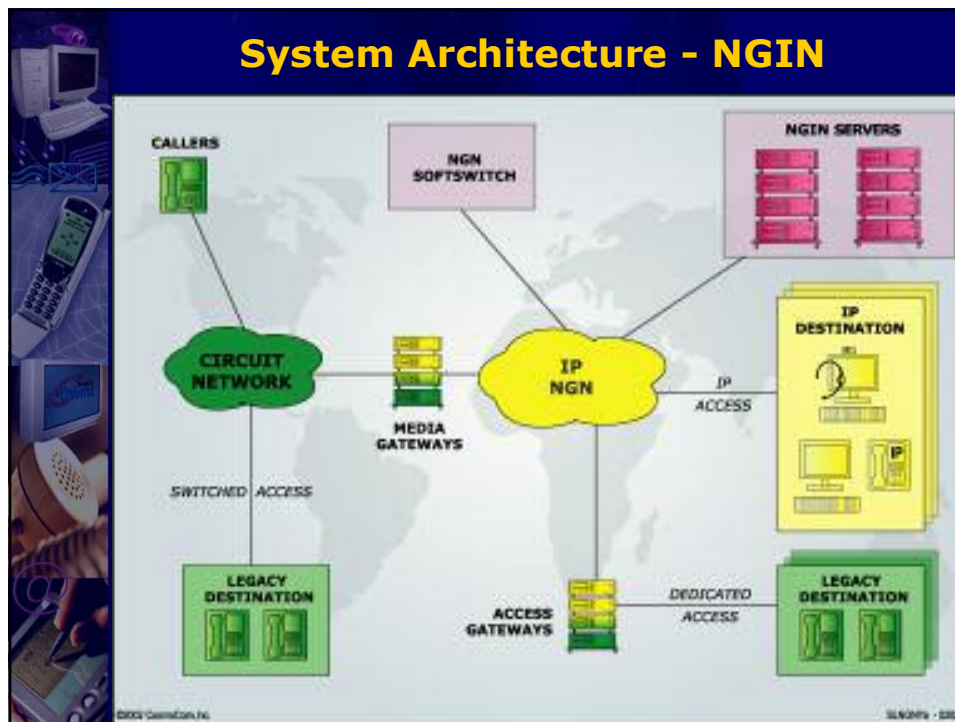
Sonera Juxto

- ❖ Hosted CosmoCall Universe
 - @Service
 - Hosted ACD-IVR
- ❖ Hosted Onyx CRM
- ❖ Joint Offer with Integration
 - Generating Significant Interest



System Architecture







IP Enables Hosted Contact Center

Architecture

❖ Premise-Based

❖ **Network-Based**

Delivery Model

❖ End User Model

❖ Outsource Model

❖ **ASP Hosted Model**

By 2005, nearly 35% of all call center agents worldwide will be using network-based call center technologies.

Ovum



Service Provider Ready


- ❖ Carrier Grade, Low Cost Platform (Intel / MS)
- ❖ High Capacity
- ❖ High Availability
- ❖ Multi-Tenancy
- ❖ Tenant Self-Administration
- ❖ Native Connection to NGN
- ❖ Provides range of IN applications
- ❖ Compatible with existing call centers
- ❖ Light, Self-maintaining Agent Client
- ❖ Agent Location Independence
- ❖ Open Standards Based – Easy to Customize





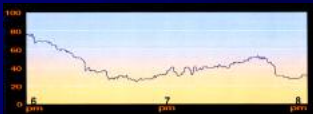
CosmoDialer Predictive Dialing

- ❖ **Best-in-Class Dialing Engine**
 - Massive simulation provides optimal dial rate
 - Superior to legacy dialing techniques
 - Agent-paced dialing, mathematical modeling,
 - Highest agent productivity with lowest nuisance call rate
 - Abandoned calls as low as 2%
 - Legislation / industry pressure against nuisance calls
- ❖ **Feature-rich Campaign Manager**
 - Open standards database support
 - e.g., SQL, Access
 - Instant point-and-click focus change
 - Based on region, area code, time zone, etc.
- ❖ **Automatic Blending with Inbound**



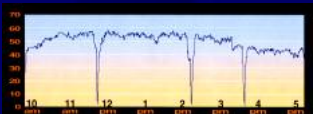
CosmoDialer Engine Performance

Live Calls



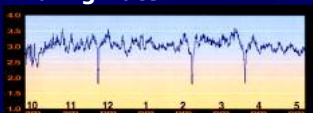
Instant adjustment to changing live call rates

Active Agents



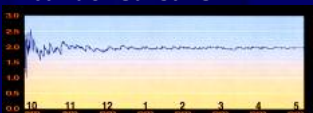
Active agents may vary rapidly and profoundly

Dialing Rate



Dial rate updated in milliseconds as campaign data changes

Abandoned Calls



Rapid convergence on targeted abandoned call rate

CosmoDialer Campaign Manager



CosmoDialer Campaign Manager

File Campaign View Help

Create Properties Start Stop Suspend Statistics

Name	Type	List Size	List Rem.	Cache Size	Calls made	Estimated runout
AAA Insurance Services	Predictive	276759	0	0	0	Unknown
Boke S & L Mortgage	Predictive	1325220	814000	752	1013792	More than 1 day
Boke S & L Collection	Predictive	10200	995	300	25769	*** IS MISSING
Cable Corp Cable	Predictive	4392335	4222334	643	575443	More than 1 day
Cable Corp Bell Subs	Predictive	2290000	786445	23	4876223	(Closing)

Edit Campaign

Campaign Name: AAA Insurance Services

General | Tuning | Database Input | Database Output

Data Selection (Filters) | Time Zone Management

Remember - To enable time zone management for a campaign, you need to have columns in your database as placeholders for start and end times. These columns will be used by Campaign Manager to determine time boundaries for live call.

The lower and upper bound columns must be of fixed/floating point decimal number type.

☒ Enable Time zone bounding for Campaign

Input Parameters:

Number of digits in area code: 3

Zip/Postal code column: Zip

State code column: StateCode

Output Parameters:

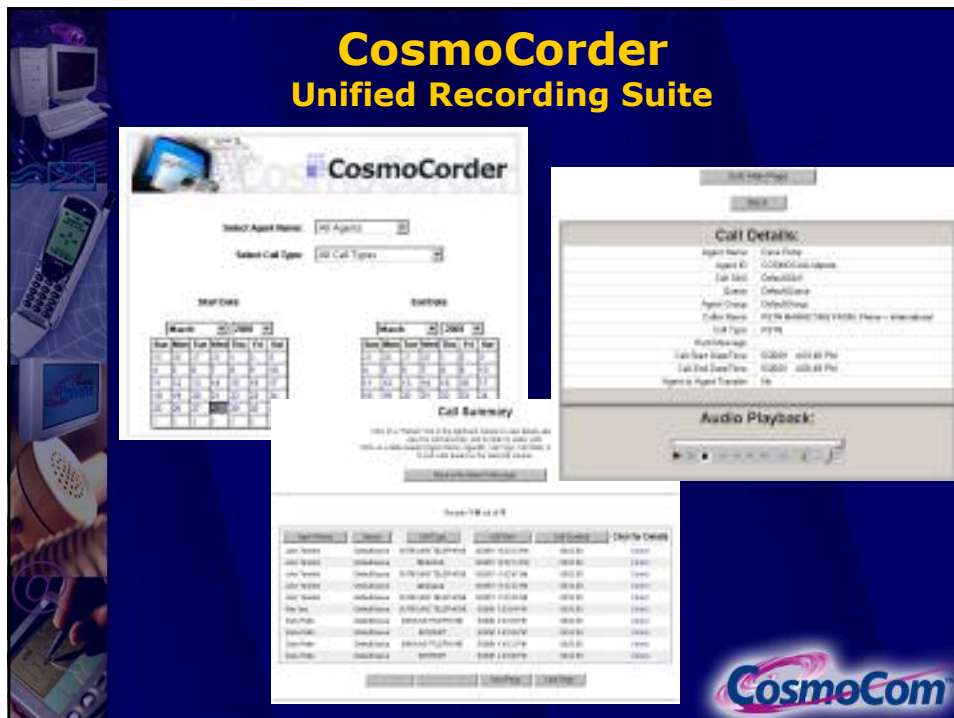
Lower bound column: DialerBound

Upper bound column: DialerUBound

OK Cancel Apply Help

CosmoCom

CosmoCorder Unified Recording Suite



CosmoCorder

Select Agent Name: All Agents

Select Call Type: All Call Types

Start Date: Search [Date] [Time] [Day] [Month] [Year]

Call Details:

Agent Name: Alpha Alpha

Agent ID: 0000000000000000

Call Start: 00:00:00

Call End: 00:00:00

Agent Group: 0000000000000000

Call Type: 0000000000000000

Call Status: 0000000000000000

Call Duration: 00:00:00

Call Start Time: 00:00:00

Call End Time: 00:00:00

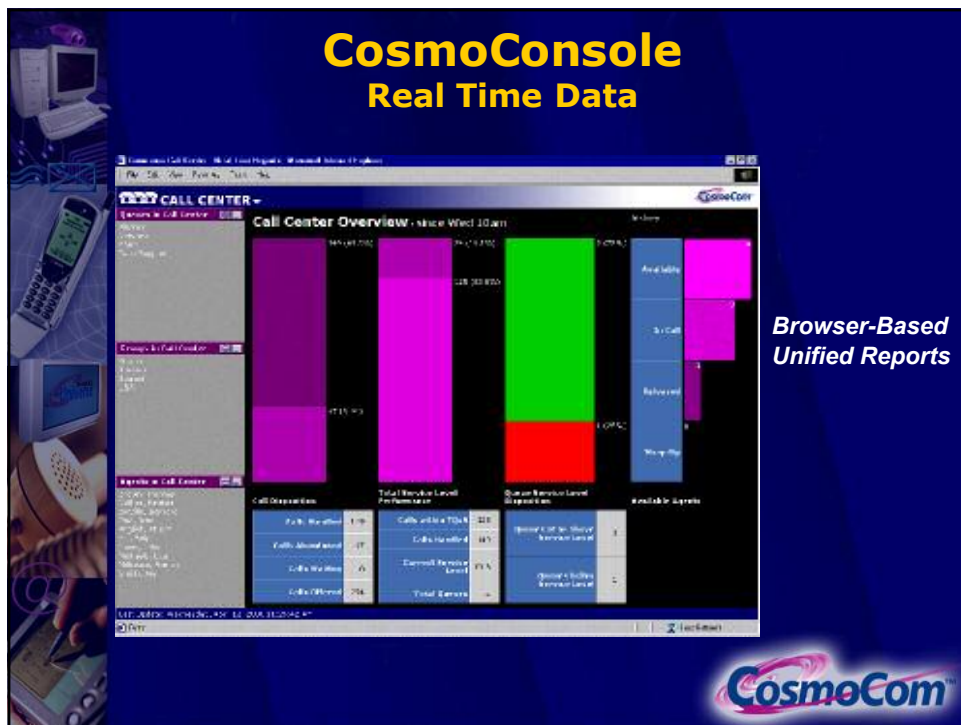
Agent to Agent Transfer: No

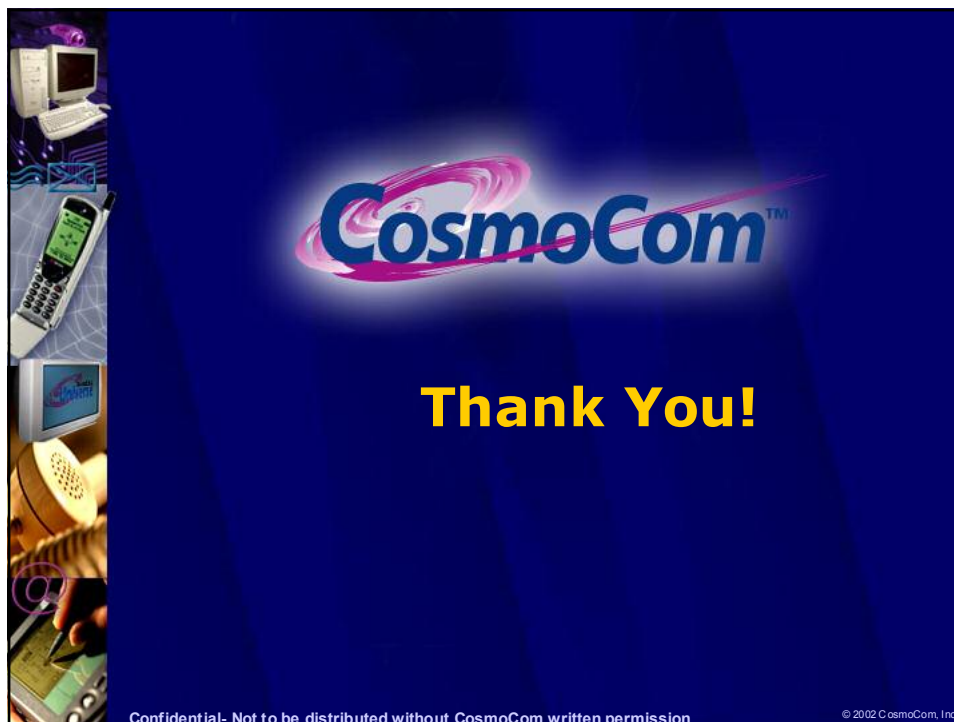
Audio Playback:

Play [Audio Icon]

CosmoCom

CosmoConsole Real Time Data





A presentation slide with a dark blue background. On the left side, there is a vertical strip of four small images: a desktop computer, a mobile phone, a laptop, and a hand holding a pen over a document. The main content is titled "QUESTIONS & ANSWERS" in a large, bold, yellow font. Below the title, there are five entries, each consisting of a name in bold, a title in italics, and an email address in blue underlined text. The entries are: Meir YANIV (Senior VP, Worldwide Operations, CosmoCom Inc., Myaniv@cosmocom.com), Iraj REZAIAN (Regional General Director, CosmoCom Southern Europe, Irezaian@cosmocom.com), Ludovic GUELBLUM (Sales Manager, CosmoCom, Italy, Lquelblum@cosmocom.com, Cell : +33 6 08 43 19 39), Massimo TRIGGIANI (Sales Director Spidernet Europe Group Primeur, massimo.triggiani@spidernet europe.com), and Mauro MERLINI (Technical Director Spidernet Group Europe Primeur, Mauro.merlini@spidernet europe.com). The CosmoCom logo is visible in the bottom right corner.