

Avaya Contact Center Control Manager

In today’s environment market circumstances and customer needs are constantly evolving. Consumers today are demanding more efficiency and immediate responses in every interaction with product and service vendors. With an ever growing selection of goods and services, consumers expect service providers to be more aware, attentive and responsive to their needs. If these needs are not met, they will simply move on to the next provider.

Avaya Contact Center Control Manager – Making the Best Better

To address these mounting challenges, many companies have invested in the very best – Avaya’s robust contact center solutions, which are designed to consolidate organizations’ customer-facing activities across all channels. Now it’s time to make the most of this investment.

Avaya Contact Center Control Manager delivers seamless integration and centralized administration to Avaya’s versatile and

powerfully managed Contact Center Suite such as Avaya Call Center Elite, Business Advocate, Avaya Communication Manager (CM), Interaction Center, Contact Center Express, Intelligent Customer Routing, Proactive Contact, Call Management System, Voice Portal/ Integrated Response, Work Force Optimization, and Application Enablement Services.

Avaya Contact Center Control Manager complements Avaya’s Aura Communication

Manager with a range of functionality and operationally-oriented administration tiers, effectively streamlining management of all Avaya contact center operations, and enabling organizations to consistently ensure real-time response to even the most demanding customer needs.

Avaya Contact Center Control Manager – A Uniquely Powerful Management Foundation

Avaya Contact Center Control Manager complements the entire Avaya contact center suite by effectively combining and integrating management and administration of a wide range of contact center entities. Rather than focus on technology components and IP telephony entities, Avaya Contact Center Control Manager sets the spotlight on vital yet intuitive functional hierarchy and call center business logic.

The solution circumvents tedious Communication Manager, CTI system, Integrated Voice Response and call recording system setup and maintenance by making it easy to perform a one-time definition of all relevant contact center data and entities, thereby allowing Avaya Contact Center Control Manager to manage and centrally apply them across Avaya’s Contact Center product offerings as detailed below. Vector Directory Numbers, Policy Routing

Key Features & Benefits

- Centralized management and administration of all contact center applications
- A user-friendly, Web-based and highly personalized thin client application interface
- Full tenant partitioning is provided for multi-tenant environments with roles based access controls
- Multiple CM systems supportable with a single deployment of Avaya Contact Center Control Manager
- Enhanced role-based permission engine allows non-technical staff to easily perform administrative tasks
- Enables seamless transition for customers running a mixed environment of CC Elite and Avaya Aura Contact Centers
- Virtualization and cloud networking/processing-enabled; a green solution negligible hardware requirements
- Scalable to accommodate organizations of all sizes
- Intuitive visual call flow design and vector management
- Full Microsoft Active Directory integration with single sign-on functionality

Tables, Vectors, Skills, Service Hours Tables, Vector Routing Tables, Holiday Tables, Agents, extensions, call flows, IVR working hours, dynamic prompts and menu content can all be easily set up and managed through a unified and intuitive browser-based interface.

Avaya Contact Center Control Manager features a broad array of centralized security features, including the ability to apply roles-based permissions for every object administered. Avaya Contact Center Control Manager's multi-tenancy function allows every object that is administered to be assigned to a tenant and provisioned to the relevant Avaya system based on its administered location. System transparency is maintained as well as uncompromising customer privacy and security.

Avaya Contact Center Control Manager also supports complete *Active Directory* integration with single sign-on functionality. It can easily be implemented and operated by non-technical personnel, effectively returning control from your Information Technology professionals to the contact center leaders and line of business managers who use and rely on the solution on a daily basis.

Avaya Contact Center Control Manager seamlessly integrates with and supports operational administration of Avaya's entire Contact Center suite, including:

- Avaya Aura Communication Manager – centralized administration and single point of management for all contact center components and entities
- Avaya Call Management System (CMS) – full integration with CMS dictionary

- Avaya IQ
- Avaya Proactive Contact
- Avaya Proactive Outreach Manager (POM) – (Coming Nov 2010)
- Avaya Interaction Center (IC)
- Avaya Contact Center Express (CCE)
- Avaya Aura Contact Center (Coming Nov 2010) – integrated tools streamline migration to Avaya's next generation contact center environments
- Avaya Voice Portal – Web-based voice application design and management; control of all IVR system aspects without a single line of code
- Avaya one-X Agent
- Avaya Workforce Optimization

Product Specifications

Feature	Avaya Contact Center Control Manager for Avaya Contact Centers	Main Competitors
Support for contact center environments	Yes	Not Applicable
Management of both Communications as a Service (CaaS) and customer-created (in-house) deployments within a single platform	Yes	No (competitors require different tools to manage service provider and customer-created deployments)
Usage tracking and billing capabilities for contact center environments	Yes	No
Visual Call Flow Designer for contact centers	Yes	Yes
Unified Communication Administration and Provisioning	Yes	Partial support (switch requires separate administration)
Unified Communication "end user" self-care administration	Yes	Partial support at best
Contact Center Administration and Provisioning	Yes	Partial support (switch requires separate administration)
Contact Center User Self-Care Administration	Yes	No
Branding support for customized solution creation	Yes	Varies
3rd party Integration Capabilities	Yes	Typically not "out-of-the-box" (other than customer-specific engagements)
Self-service (IVR) Support	Yes	No

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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