Reselling Q-Suite for Asterisk

Partnering with Indosoft to Deploy Industry Leading Contact Center Technology for Asterisk Telephony to Your Customer Base

New Opportunities for Resellers

A critical change in telecommunications is underway. The shift away from Time Division Multiplexing (TDM) to the maturing and more flexible protocol of Voice over IP (VoIP) has created an unprecedented opportunity for distributors of phone systems, ACD providers and high quality call center software installers. Huge increases in e-commerce activity have delivered unrivaled growth opportunities for call center operations capable of implementing and fully utilizing the advanced technology available from emerging phone systems and contact center technology platforms. As such, call centers across the globe are demanding full unification of data, voice and other media over an Internet Protocol (IP) infrastructure. Indeed, successfully installing and migrating your customers to a superior, cost-effective contact center and Automatic Call Distribution (ACD) technology platform can often be a competitive differentiator for your business.

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Indosoft provides Q-Suite 5.5, the leading high-end call center ACD software for Asterisk. As a feature-rich, scalable and out-of-the-box ACD and Dialer, Q-Suite provides all the functionality demanded by a mature industry. Its built-in Graphical User Interface (GUI) management tools deliver unprecedented ease-of-use to call centers requiring full control over both the software and its underlying telephony. With robust reporting capabilities, Q-Suite is ultimately a complete call center technology platform ideally suited to satisfy the most sophisticated requirements of advanced call centers. Unique features, including fail-safe call recovery and a redundant architecture, enable Q-Suite to be deployed for mission critical applications, while the flexibility available from Asterisk, its underlying telephony platform, provides exceptional ease-of-migration opportunities. In summation, Q-Suite is mature, proven, and capable of enabling you to offer your customer base with real, cost-effective IP telephony migration solutions.

A partnership with Indosoft delivers intrinsic benefits beyond access to an industry-leading product. As a pioneer in the development of an enterprise-grade ACD for Asterisk, Indosoft provides expert knowledge to its partners; knowledge gained from more than 10 years of

experience in globally deploying mature call center software products. Based out of New Brunswick, Canada, Indosoft has established itself as a provider of high quality and innovative end-to-end technology solutions. As a valued member of its Preferred Partner Program, you will have an unrivaled opportunity to sell and deploy a proven, cost-effective solution to your end customers, while playing a critical role in Indosoft's global initiative for growth. As such, Indosoft has tailored its Preferred Partner Program to specifically reward partners who manage vertical markets or specific solutions.

This informative paper seeks to introduce you to Indosoft's exciting product, Q-Suite, as well as explain some of the unique facets of Q-Suite and how they can deliver a sustainable competitive advantage to your customers. It will provide an overview of the benefits inherent to Asterisk, the underlying telephony platform of Q-Suite and a crucial component of Q-Suite's industry leadership. Important migration issues will be discussed, including topics ranging from "migration risk management" to "avoiding proprietary equipment lock-in". Also, it will seek to familiarize you with Indosoft as a company and how we can assist you in realizing your growth strategy.

Q-Suite: An Introduction

Any call center software must meet the existing demands placed upon modern call centers. Q-Suite is a very high-end call center ACD software solution built specifically to deliver the full-functionality requirement for call centers either currently utilizing Asterisk or seeking to migrate to Asterisk in order to take advantage of its many intrinsic benefits. As an out-of-the-box software solution, Q-Suite provides the functionality demanded today, as well as the flexibility and scalability to deliver for tomorrow's changing demands. Detailed reporting capabilities round out Q-Suite as a complete, powerful call center software capable of standing toe to toe with other enterprise-grade software solutions.

As an established member of the call center industry, this paper will not expose you to the minute details and benefits of the industry-standard features presented above. However, should you wish to read more on these features and their operationally benefits, please visit http://www.indosoft.com/call-center-ACD-white-papers.htm to read a number of White Papers on the features and benefits available within Q-Suite.

Benefits and Features Unique to Q-Suite

As a call center software, Q-Suite rivals everything available on the market and is the clear leader of software solutions for Asterisk. Beyond the industry-standard features, it provides a number of unique features to its users, which in turn deliver a sharp distinction and competitive advantage to users of Q-Suite. With Q-Suite your end-users can challenge market leaders while achieving the cost-effective solution demanded.

A clear point of differentiation comes in Q-Suite's powerful Script Builder, which generates highly effective scripts for agent-customer interactions for web browser Agent screens. Through an industry-leading GUI, creating and editing dynamic scripts has never been easier. A few of its popular functions include the ability to insert text boxes capable of using data inline from a database, create custom fields for use within the script, and display script pages

based on conditional responses. Data posting functions can also be quickly inserted within the script itself through Q-Suite's post URL function, allowing data to be posted to any web application, such as a CRM, capable of receiving posted data. It also comes with the ability to create, store and display custom fields. Such innovative functions allow Q-Suite to deliver some of the most advanced call scripting functions available in any call center software.

As mentioned, Q-Suite is functionally rich right out-of-the-box. The following matrix outlines the major industry-standard features available within Q-Suite:

Q-Suite 5.0 Product Features Matrix	
Inbound Features	Q-Suite 5.5
ACD with Skills Based Routing & Queue Prioritization	✔
GUI IVR Setup	✔
GUI Dialplan Builder	✔
GUI Script Builder	✔
Hot-Desking, On/Off Hook Agents	✔
Outbound Features	Q-Suite 5.5
Predictive, Preview and Progressive Dialing	✔
GUI Script Builder	✔
Campaign & List Management	✔
Do-Not-Call Compliance	✔
General Features	Q-Suite 5.5
TDM & VoIP Connectivity	✔
Multi-tenant	✔
Real-time Reporting	✔
Historical Reporting	✔
Voice Recording	✔
Quality Monitoring	✔
Web Agent Interface and Native Client	✔
API for CTI Interface (.NET and Socket)	✔
Asterisk PBX with Voicemail	✔
Hosted & Premise Based Installs	✔
High Availability for Redundancy	✔
Mid-call Recovery for Fail-over	✔
Full GUI for PBX Setup	✔
Unique Support and Full Knowledge Transfer	✔

Q-Suite's Dialplan Builder, also known as an IVR builder, is another example of a standard feature taken to the next level. As lists of instructions or steps that Asterisk will follow while handling incoming calls, Q-Suite's dialplan builder is fully customizable and incredibly versatile, providing users with full control over the handling and processing of calls. In essence, dialplans allow users to unleash the combined power of software and telecommunications to customize the call handling based upon business rules. Q-Suite has significantly improved the manageability of dialplans by adding a powerful GUI tool, utilizing a WYSIWYG editor, which enables easy-to-use "drag and drop" functionality to develop IVRs and call routing logic. The power of dialplans can be taken further, as Q-Suite allows the development of custom applications for call flow processing in well-known and conventional programming languages like Java, C, PHP, PERL etc. The uniqueness of Q-Suite's dialplan builder enables contact centers to accommodate new and diverse client requirements and increase productivity.

Another notable feature is Q-Suite's built-in Fail-Safe Call Recovery feature in High Availability (HA) mode, which ensures that a single failure does not result in any loss of calls or conversation. In the event of any single point of failure, including software failure, HA Q-Suite's unique fail-safe call recovery does not drop ongoing calls and allows new calls to continue coming. As a result, the two end point phone devices during a conversation will be able to continue the voice conversation after the said failure, without having to re-initiate a fresh connection. In essence, Q-Suite has taken redundancy to the next level.

The architectural flexibility of Q-Suite allows your clients to choose from utilizing a variety of setups, including premise-based, hosted and remote. All options come with multi-tenant capabilities, giving your customers the utmost flexibility in managing their operations.

In summation, Q-Suite delivers all the industry-standard functionality that is currently in high-demand, as well as innovative improvements that significantly improve the value of Q-Suite as a complete contact center technology platform. The ease of system management and administration of the product throughout its lifecycle reduces the cost of running the system and substantially reduces ongoing overhead, while it's superior interoperability allows you to easily support the functioning of existing business applications that require tried and true CTI.

Asterisk: What's all the hype really about?

There has been a lot of talk about Asterisk, and rightly so. Although it is true that Asterisk is an incredibly powerful telephony platform capable of delivering exceptional quality through an extraordinarily flexible infrastructure, the benefits of Asterisk lie deeper. As a telephony switch, Asterisk provides numerous advantages over many existing call center software solutions. For starters, the underlying telephony switch is usually a large portion of the initial cost when buying a packaged proprietary contact center technology solution. Therefore, sourcing a more cost-effective switching solution that delivers switching functionality equal to or greater than proprietary switches becomes important. In Asterisk, you have the most powerful open source hybrid telephone switch tested by millions of users worldwide. Therefore, by selecting Asterisk as the underlying telephony platform, you become capable of delivering immediate cost savings to your clients. All that remains is sourcing a feature-rich call center software capable of operating with Asterisk.

Another thing to consider is that most proprietary contact center switch providers quite often have their internal teams playing "catch up" to keep their legacy CTI up to date. This development can be focused on adding features for the switch or enabling cutting edge VoIP migrations. Asterisk, on the other hand, provides all the PBX functionality independent of the underlying telecommunications connectivity, be it TDM (PRI E1/T1) or VoIP (SIP/IAX). It also provides seamless integration of the underlying VoIP and TDM connectivity, providing call centers with the unique advantage of operating completely in VoIP, TDM, or in a hybrid implementation of both VoIP and TDM. This important feature provides two distinct benefits. First, Asterisk allows working with existing TDM, and second, companies significantly reduce risk as they gradually migrate to VoIP based on company timetables rather than having to "flip a switch" when go-time is at hand.

Asterisk also enables significant cost reductions when enabling voice recording capabilities. Quite often, organizations need to invest additional time and money in time-consuming CTI developments in order to enable seamless voice recording within their call center software. In Asterisk, voice recording is intrinsic, meaning there are no additional costs.

With Asterisk as the underlying telephone switch, Q-Suite is able to provide ease of setting up and managing VoIP and TDM trunks. This interoperability offered by Asterisk is the underlying reason for the ability of Q-Suite to offer such granular control over telecom trunks.

It is also important to note that Asterisk is designed to work in commodity hardware, including Dell and HP. Again; there are multiple benefits to this feature. The most direct benefit is that you can help your clients avoid costly and unnecessary proprietary equipment lock-in by utilizing a proven Asterisk based contact center technology platform. Another benefit is ease of scale. When an Asterisk server reaches its processing limit, additional Asterisk servers can be added to scale with the growth of the call center. With this in mind, the platform can also be architected to be redundant.

With so many clear benefits to be had by utilizing Asterisk, you will rightly ask "why hasn't everyone switched?" The answer is simple: the call center industry is mature, and it requires a suite of sophisticated features in order to cope with the demands of customer interaction today. As such, there is a need for a feature rich ACD that is capable of functioning with Asterisk's advanced switching capabilities. In Q-Suite, you have it: high performing software designed specifically for Asterisk.

The following matrix outlines features to achieve next generation operational efficiency, as well as indicates if these features can be made available on an Asterisk based contact center platform.

Since all next generation contact center features are available for the Asterisk platform, and there is real value for switching to Asterisk, it becomes clear that for larger contact centers, evaluating the Asterisk platform, as well as available call center software developed for Asterisk, is a priority. With commercial support and on-going development is available through Digium Inc., it the next generation platform.

New Generation Contact Center Feature Matrix		
	Industry Standard	Available for Asterisk
ACD with Skills Based Routing	✔	✔
Predictive Dialer	✔	✔
IVR Builder	✔	✔
CTI Integration with APIs	✔	✔
Data Import	✔	✔
Call Scripting	✔	✔
Campaign & List Management	✔	✔
VoIP	✔	✔
Quality Monitoring	✔	✔
Voice Recording	✔	✔
Real-time & Historical Reporting	✔	✔
CRM Integration	✔	✔
Web Services API	✔	✔
Unique Support	✔	✔

Indosoft: A Trusted Partner

At Indosoft we know that your customers depend upon you and we understand your need to partner with only the best providers of superior call center software. As a result, we hope you will take a few minutes to get to know us a little better.

We are a privately held technology company based out of Fredericton, New Brunswick, Canada. Since 1999, we have been delivering CTI technology for contact center applications based on our family of CTI I-Switch. In late 2002, sensing a paradigm shift in CTI technology, we began developing our products to utilize the benefits of Asterisk. As such, we are proud to be pioneers in the deployment of Asterisk based solutions with remote production support. Today, we have a diverse customer base to vouch for our commitment to quality. Currently, with established sites around the globe, we have recently begun gearing up our partner program in order to achieve our mission of global growth.

Unrivalled Experience

Clearly, you demand experience in your strategic partnership. Since entering the market as an innovative pioneer, the Indosoft name has become associated with trust and experience. We believe Q-Suite is fully capable of giving your customers what they demand, not just

what is available. For this reason, we have invested heavily in building flexibility into the heart of Q-Suite. Our singular focus on the call center technology sector has provided us with unrivalled levels of experience in delivering a superior product at an unbelievable price point.

A Proven Track Record

Our track record speaks for itself. With more than 100 established sites in 15 countries, 5 continents around the globe. We can arrange a demo of Q-Suite for potential partners to get first hand evidence of how our product is working to improve operational efficiency. This can be followed by access to Live DEMO severs.

Flexible and Responsive

The sheer power and unprecedented flexibility of Q-Suite will not disappoint you. Based entirely from our offices in New Brunswick, our team remains committed to constantly improving the flexibility, control and responsiveness of Q-Suite. Unique support agreements ensure that professional response levels and leading knowledge is readily available to both you and your customers.

Ease of Integration

Q-Suite can work under the hood, enabling vertical businesses to embed ACD functionality into its mature vertical domain. It comes with a sophisticated API to allow CTI interaction using .NET and socket interface, as well as an XML interface for database interaction. This creates an opportunity for business systems with legacy telephony to incorporate CTI and embed Q-Suite ACD into their evolved business domain.

Complete turnkey solution

Your customer wants a solution that meets their needs without causing too much upheaval. The latest IP technologies have ensured our products can be installed quickly and efficiently while Q-Suite allows your customers to select their ideal architectural setup, whether it be premise-based or distributed. Q-Suite's ability to be remotely installed significantly improves the implementation process.

Summary

We built our Preferred Partner Program so your business could thrive from distributing our industry-leading software. We enable you to pursue your business by offering superior software at a fraction of the cost, due to the Q-Suite's unique architecture and use of Asterisk. Our professional and managed services will be available to you, as will expert sales and technical training. Unique support agreements ensure that each and every one of your installations will remain operating efficiently long into the future.

A Final Word

The paradigm shift in technology has opened an unprecedented opportunity to enhance your call center platform, lower your cost and provide much more functionality. There has been never such an opportunity to compete and grow with industry leaders. In order to take full advantage of what cutting edge technology can deliver, a close analysis of Asterisk and Q-Suite should remain central to your search for a next-generation contact center ACD technology platform.

About Indosoft

Indosoft is a global provider of call center software for Asterisk. It has been providing call center solutions to medium and large contact centers around the world for over nine years. It also licenses its ACD for Asterisk with .NET and socket library to enterprises utilizing Asterisk in their product line. Indosoft has been making available Q-Suite ACD for private label contact center technology solutions.
Visit www.indosoft.com.

There are a number of resources to help you learn about the benefits of Q-Suite and Asterisk. In addition to the reference materials available at Indosoft
http://www.indosoft.com/wp.htm
section.
You can find valuable information about Asterisk here:
Asterisk Website
www.asterisk.org

Commercial Asterisk Support
Is available through,
www.digium.com

Indosoft Inc.
334 Queen Street
Suite 201
Fredericton, NB E3B 1B2
Canada

(506) 450-7080 *Ext. 3*

www.indosoft.com