



COMPETELLA
Business Communications

cellip

Competella Products Overview for Cellip's cloudbased Lync 2013 solution

About Competella

- Focus on developing complementary products on top of Microsoft Unified Communication platforms, Lync and Exchange.
- Long track record in product and software development in IT and Telecom business. Founders of Netwise AB and Preseco AB
- Nordic company founded in 2009 with offices in Stockholm, Copenhagen and Oslo
- Business model – indirect through SI's and operators
- Competella Multimedia Attendant qualified for Lync 2010 and Lync 2013. [MS TechNet](#)
- Competella participates in Microsoft's Technology Adoption Programs (TAP) for Lync

Competella Unified Communication Suite

■ **Multimedia Attendant**

- Multimedia attendant with advanced call and queue functionality

■ **Multimedia Agent**

- Multimedia contact center with attendant functionality

■ **Availability Voice Agent**

- Voice response service providing availability information from the e-calendar

■ **Plug-in for the Lync Client**

- Fast and advanced directory search tool. Activity management.

■ **Routing Agent for Microsoft Lync**

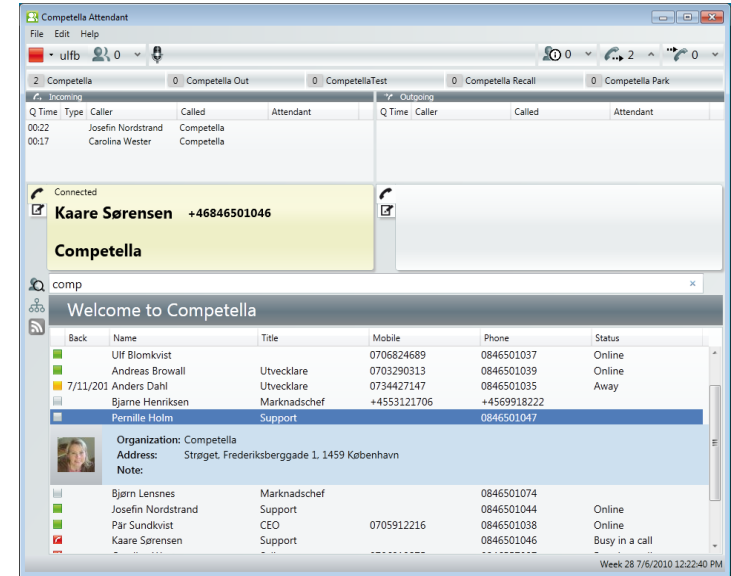
- Extends the Lync standard routing capabilities for incoming calls

■ **Call Delegation Agent for Microsoft Lync**

- Extends the Lync standard call delegation functionality

Competella Multimedia Attendant

- Functionality beyond the level of Attendant functions in traditional PBX's
- Advanced and flexible queue handler. Multi-queue ACD. Also used by the Multimedia Agent client.
- User interface optimized for integrated handling of calls, directories, presence, calendar, IM, SMS and e-mail
- Advanced search engine (fuzzy search)
- Active Directory synchronization
- Support for hybrid solutions with legacy PBX's
- "Nordic presence" in harmony with the standard presence model
- Any voice endpoint can be used for the attendant (soft phone, hard phone, mobile phone, PSTN phone)



Competella Multimedia Attendant – Main Window

Incoming
queues

Outgoing
queues

A and B
part

Directory
search

Online
Presence

Queue
controls

Monitor
Busy lamp

Voice
and / or
chat

Competella Attendant

File Edit Help

ulfb 0

0 Competella 0 Competella Out 0 CompetellaTest 0 Competella Recall 0 Competella Park

Incoming					Outgoing			
Q Time	Type	Caller	Called	Attendant	Q Time	Caller	Called	Attendant
00:22		Josefin Nordstrand	Competella					
00:17		Carolina Wester	Competella					

Connected

Kaare Sørensen +46846501046

Competella

comp

Welcome to Competella

Back	Name	Title	Mobile	Phone	Status
	Ulf Blomkvist		0706824689	0846501037	Online
	Andreas Browall	Utvecklare	0703290313	0846501039	Online
7/11/201	Anders Dahl	Utvecklare	0734427147	0846501035	Away
	Bjarne Henriksen	Marknadschef	+4553121706	+4569918222	
	Pernille Holm	Support		0846501047	

Organization: Competella

Address: Strøget, Frederiksberggade 1, 1459 København

Note:

	Bjørn Lensnes	Marknadschef		0846501074	
	Josefin Nordstrand	Support		0846501044	Online
	Pär Sundkvist	CEO	0705912216	0846501038	Online
	Kaare Sørensen	Support		0846501046	Busy in a call

Week 28 7/6/2010 12:22:40 PM

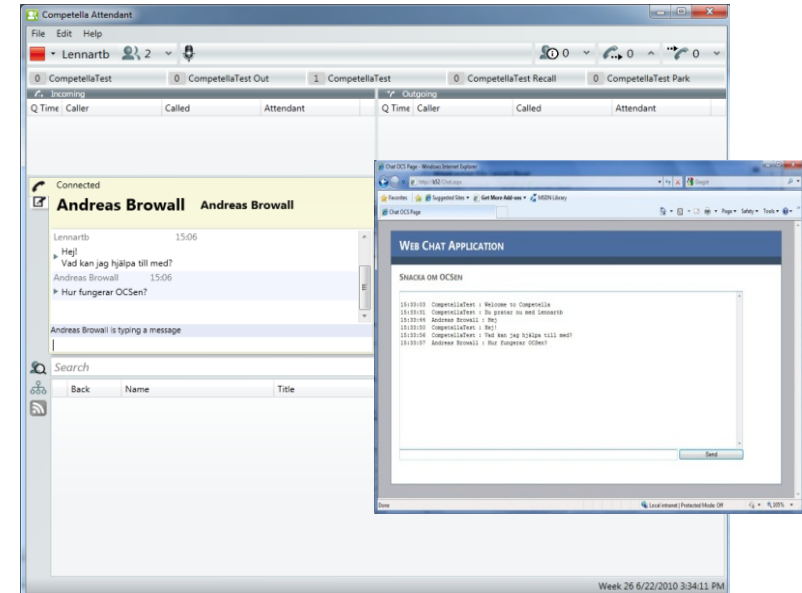
Competella Multimedia Attendant – Calendar view

The screenshot displays the Competella Multimedia Attendant software interface. The top menu bar includes File, Edit, Call Handling, Selected User, and Help. Below the menu is a toolbar with various icons for call management. The main window is divided into several sections:

- Call Status Bar:** Shows call counts for different states: Competella SE In (0), Competella EN In (0), Competella SE Recall (0), Competella SE Out (0), pars (0), and Competella SE Park (0).
- Attendants Table:** A table with columns for Name, Q Time, Type, Caller, Called, and Attendant. It lists 'pars (Me)' as the current attendant.
- Search Bar:** Contains the text 'ulf bl' and a search icon.
- User Profile:** Displays a profile for Ulf Blomkvist, including a photo, title (Sales and Business Development), email (ulf.blomkvist@competella.com), organization (Sales SWE), home address (Djursholm 182 54 Sigurdvägen 6), note (At office), private phone (+4687552599), cell phone work (+46706824689), SIP address (sip:ulf.blomkvist@competella.com), and keywords.
- Calendar View:** A timeline view showing a weekly schedule from Monday 4 to Friday 8. The timeline is divided into time slots (9 AM, 10 AM, 11 AM, 12 PM, 1 PM, 2 PM, 3 PM). Meetings are scheduled for various times on Monday, Tuesday, Wednesday, and Thursday.
- Status Bar:** At the bottom, it shows 'Speech is connected', 'Week 28', '7/8/2011', and '11:12:37 AM'.

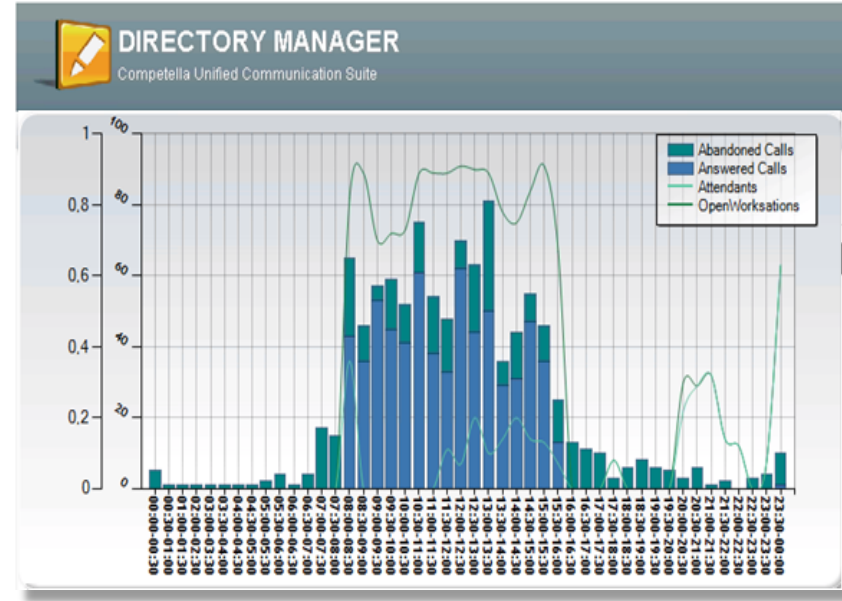
Competella Multimedia Agent

- Advanced client integrating Contact Center and Attendant functionality
- Common queues for all types of contacts
 - Voice, IM, Mail, Fax, SMS, Web, Voicemail
- Call-back initiated from queue (IVR)
- Call-back initiated from Web page
- IM conversations can be initiated web page, Lync and Skype clients
- Transferring of IM conversations



Competella Multimedia Agent (cont.)

- Call recording
(no external equipment needed)
- Queue handling for agents using
standard Lync clients or mobile phones
- Traffic analysis reports
(traffic, queues, agents, customers). Web-based
- Real-time monitoring of call queues
(Wallboard).
- CDR-records



Competella Queue Monitor

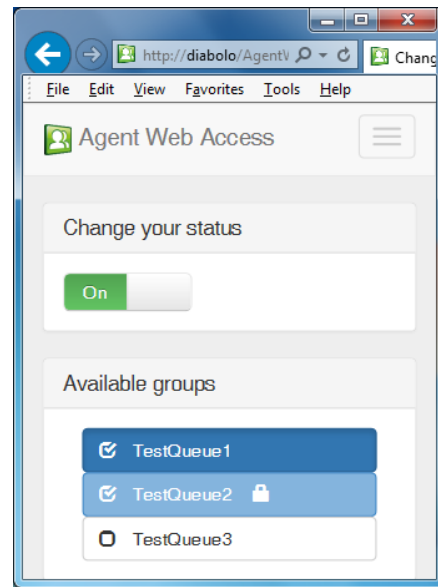
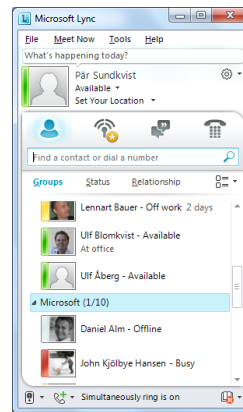
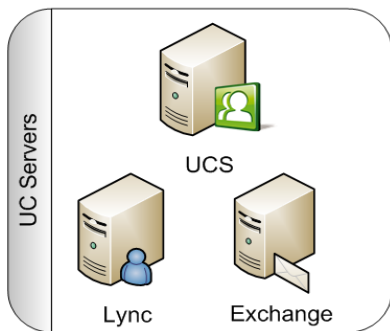
The following information can be displayed per queue:

- Number of currently logged-in agents
- Number of agents currently busy
- Number of agents currently idle
- Number of currently paused agents
- Number of calls currently waiting in queue
- Total number of calls today :
last x minutes (configurable)
- Number of abandoned calls today :
last x minutes (configurable)
- Number of answered calls today :
last x minutes (configurable)
- Average waiting time today
- Longest waiting time today
- Average handling time today

Queues	External	Internal	Forward	Overflow
Calls waiting	25	40	50	60
Incoming calls	25	40	50	60
Answered calls	25	40	50	60
Abandoned calls	25	40	50	60

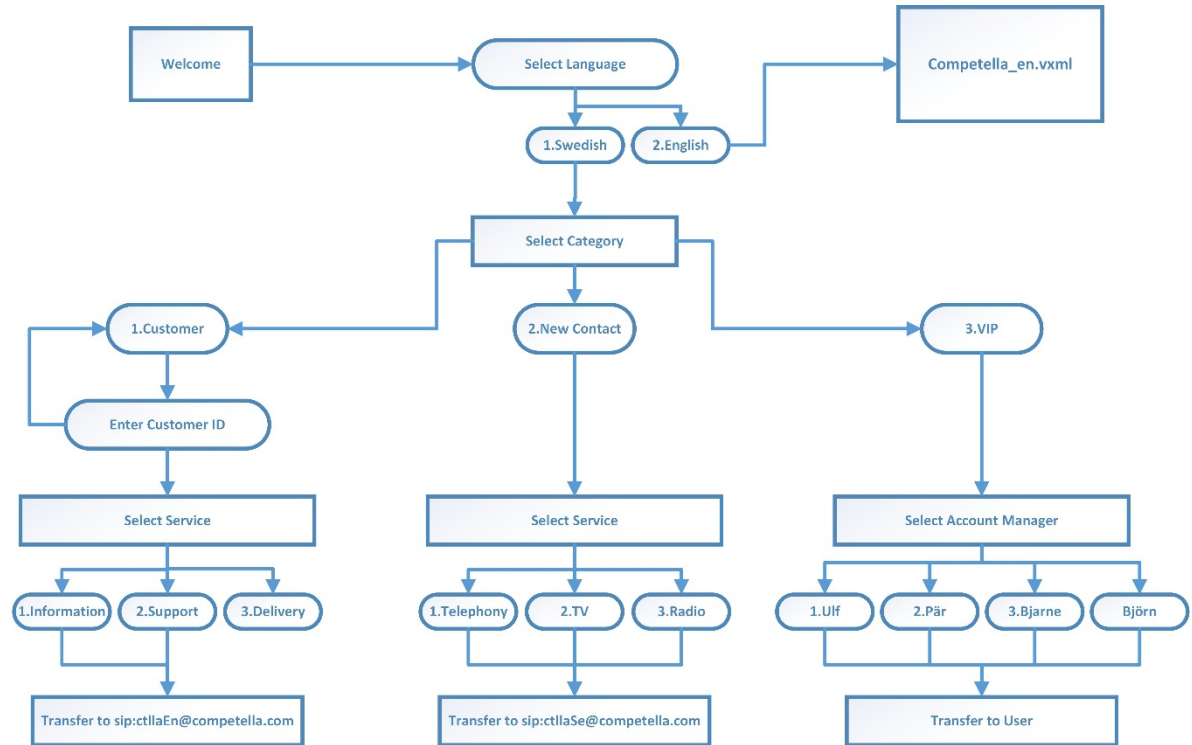
Multimedia Agent Phone

- Agent a Lync client or a phone only
- Login and settings via a web page or IVR
- Can be logged in to the same queues as agent using clients

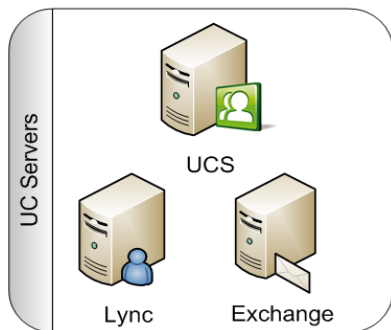
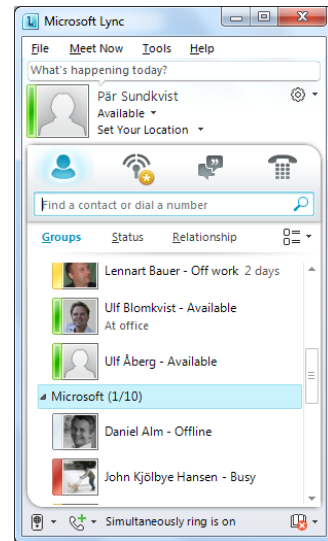
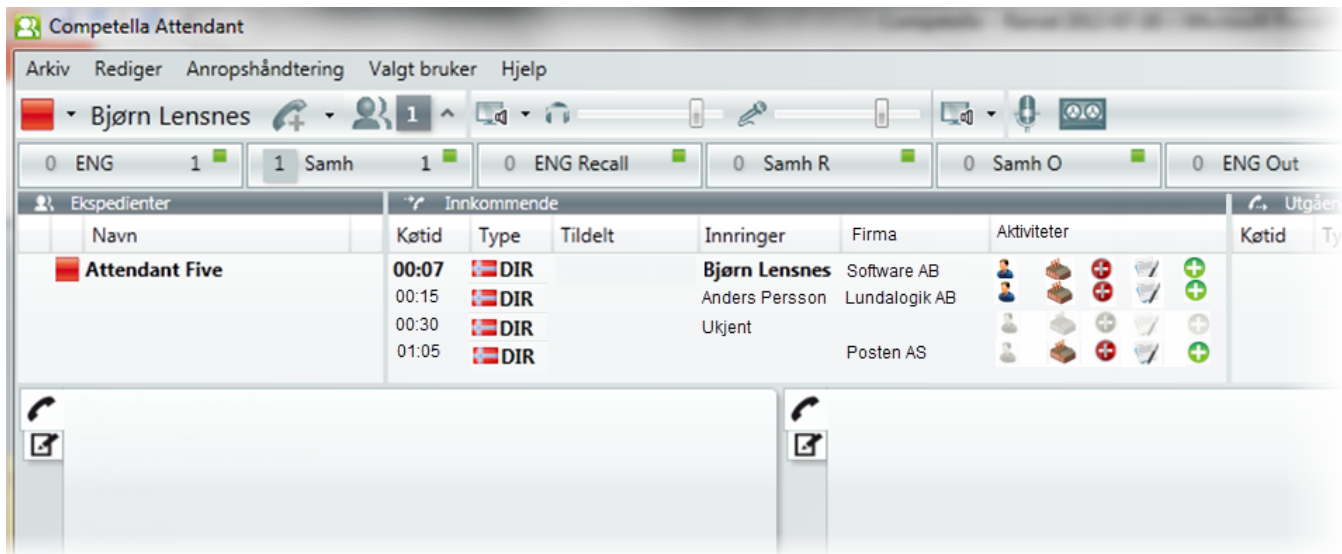


Competella IVR

- Based on standard VoiceXML 2.1
- Supporting DTMF, Speech Recognition, Text-To-Speech and recorded voice files
- Skills-based-routing based on input from IVR. User input e.g. customer ID and A-number can control routing to queues (agent groups) and the information can be sent to the agent application or to a CRM system.



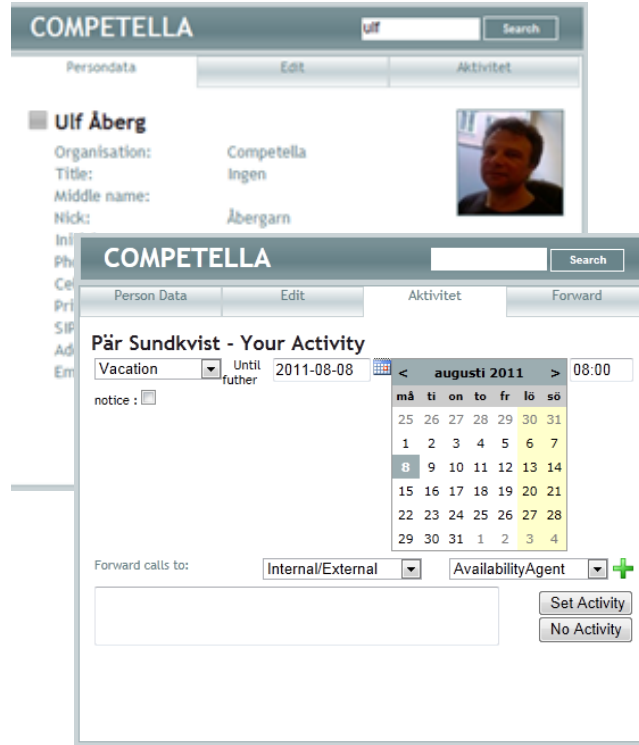
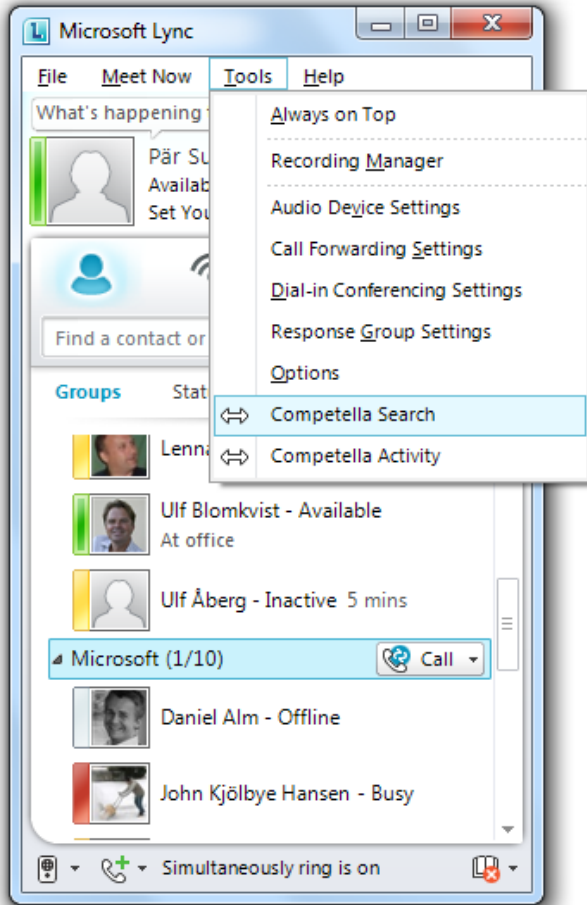
Multimedia Agent Client - Integration with CRM Systems



- Web page and IVR functions
- Login / Logout to agent groups
- Available / Pause
- Select endpoint



Competella plug-ins for the Lync client



- Advanced directory search tool (organization, skill, etc.) the same as for attendants.
- Self-service for updating directory user data
- Setting of user activities
- Availability Voice Agent settings
- Routing Agent settings

Competella Routing Agent

Extends the Lync routing capabilities with the following features:

- **Busy-on-busy** – traditional busy tone when the called user is busy in a call or just busy.
- **Forwarding-on-busy**
- **Offline detection** - Can route calls or generate ring tone when user is offline on all devices. Delay of forwarding.
- **Do-not-Disturb** - can route calls to other destinations than voice mail if user has set DND.
- Different forwarding destination can be set for external and internal incoming calls. Configurable on a system / user level

The screenshot displays the Competella web interface for configuring call forwarding for user 'Pär Sundkvist'. The interface has a header with the 'COMPETELLA' logo and two tabs: 'Aktivitet' and 'Forward'. The 'Forward' tab is active, showing a list of forwarding rules for both internal and external calls across various states: BUSY, DND, Offwork, Busy in Call, and Offline. Each rule has a corresponding dropdown menu for selecting a destination. A dropdown menu is currently open for the 'Forward internal calls on DND' rule, showing options: 'Attendant', 'BusyTone', 'VoiceMail', 'Home +468272254', 'Work +46846501038', 'Cellular +46705912216', and 'New number or contact...'. At the bottom right of the form is a 'Save' button. The footer contains copyright information: 'Copyright (c) 2011 Competella AB. All rights reserved.' followed by flags for Sweden, Denmark, and the United Kingdom.

COMPETELLA

Aktivitet Forward

Pär Sundkvist

Forward internal calls on BUSY :

Forward external calls on BUSY :

Forward internal calls on DND :

Forward external calls on DND :

Forward internal calls on Offwork :

Forward external calls on Offwork :

Forward internal calls on Busy in Call :

Forward external calls on Busy in Call :

Forward internal calls on Offline :

Forward external calls on Offline :

Forward internal calls on Away :

Forward external calls on Away :

Save

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Competella Call Delegation Agent for Lync

Extends the Lync Delegation functionality:

- Set forwarding options on behalf of other users
- Forward delegated Call to any destinations e.g. mobile phone
- Support for Simultaneous ring for the delegate
- Possibility to define a list of delegates per assisted user with priority and configurable ringing delay

