

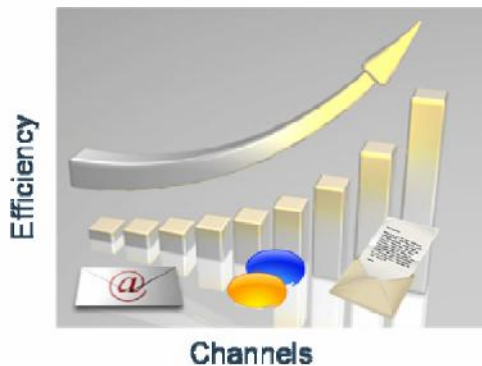


MCAL by Bucher + Suter

Simplify media routing integration and agent desktop integration with the Multi-Channel Application Link (MCAL) Web Service API for Cisco's Unified Contact Center Enterprise.

MCAL enables deep integration of channel or task management applications to the Cisco Contact Center Suite. Multi-channel communications such as IM (chat), e-mail, CRM tickets, fax, Voice Mail and other types of inquiries can be routed to the agent most capable of handling the interaction.

Companies can utilize MCAL to provide consistent service and enable common business logic across all customer communication channels.



Agent Desktop

MCAL can be used as a common interface for the development of agent applications which support both voice and web based interactions.

MCAL users are able to easily develop applications that use a wide variety of contact center data such as Caller Entered Digits, ANI, DNIS etc. to drive screen pops, task routing and multi-media skills based routing.

The Bucher + Suter DeskPhone is a good example of the kind of flexible and powerful applications that can be integrated into a contact center using MCAL. DeskPhone is an easy to use application which allows agents to handle telephone calls, e-mails, Voice Mails and web call backs in a single interface.

Developer Support

Developers can sign up for the Bucher + Suter development support program and join a community of users to share ideas as they build integrations with MCAL.

Please contact info@bucher-suter.com if you would like more information on how we can fully integrate your contact center systems.

Product Benefits At A Glance:

- Support for multi-channel routing, call events, agent events, call states, and agent states
- Bucher + Suter provided developer support
- Easy Deployment
- Rapid Web Services development environment
- Fault tolerant and redundant architecture
- Certified via the Cisco Technology Developer Program



Technical Implementation

The MCAL Web Services interface simplifies integration since developers can use open standards rather than having to worry about proprietary messaging and version incompatibility.

The Cisco Media Routing Peripheral Gateway (MR PG) is the interoperability point between Cisco's Unified Contact Center Enterprise (UCCE) and peripheral systems such as mail servers, fax servers, CRM applications, ticketing software and many others. The MCAL interface resides on the MR PG API. All incoming tasks are processed by Cisco's UCCE and are distributed to the best available agent using UCCE's scripting logic. All task and agent data is available through MCAL.

Maximizing success in your contact center

A successful contact center solution requires the efficient integration of the right technology and systems. Bucher + Suter can help optimize a solution that is both cost effective and meets your business requirements. With twenty-five years of call center integration and implementation experience, Bucher + Suter can provide:

- Contact center business consulting
- Solution design, application development, integration and implementation
- Support and maintenance

These comprehensive services will help maximize your customer service success and technology investment.

Features

MCAL supports development of the following:

- Task routing and control
- Intelligent multi-media routing
- Screen pops
- CTI agent soft phone



Available pre-integrated applications

- E-mail based on:
 - MS Exchange
- File-based media
 - Fax
 - Voice Mail
- Jabber IM via XMPP
- ARS Remedy Ticketing
- nGenera e-mail/chat

Supported Cisco Versions

- Unified Contact Center Enterprise v7.1 and higher



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