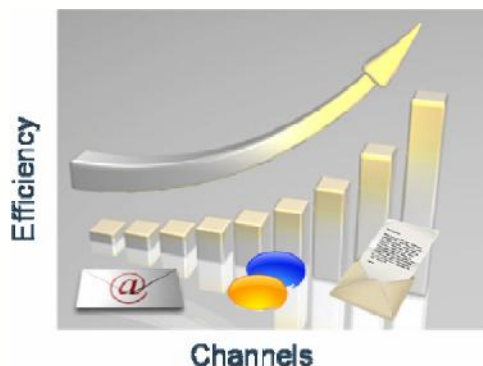




MCAL Developer Kit by Bucher + Suter

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

Today, email, chat and other web based forms of communication are becoming the norm. Customers now live a far more Internet centric life, and many want companies to offer channels that coincide with their communication preferences. Multichannel customer service is no longer optional and customers expect more than just one or two channels when they seek assistance from the contact center. Contact centers are rushing to meet these expectations and are leveraging multichannel technology to increase sales and decrease expenses through these lower-cost online channels. Bucher + Suter is answering this demand with its Multi Channel Application Link (MCAL) Developer Kit which enables deep integration of multimedia applications to the Cisco Contact Center. 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 the MCAL Developer Kit 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 Developer Kit 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 and multi-media skills based routing.

Key Features

- Support for:
 - Agent states and events
 - Call states and events
 - Intelligent multi-media routing
 - Interaction management
 - Screen pops
 - CTI agent soft phone
- 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 details

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) and CTI Server are the interoperability points 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 manages the real time flow of interaction and agent state data between these peripheral systems and UCCE's MR PG and CTI Server. Through MCAL, all incoming tasks are processed by Cisco's UCCE and are distributed to the best available agent using UCCE's scripting logic. The MCAL Developer Kit provides multi channel task and agent data for detailed reporting in UCCE.



Maximizing success in your contact center

A successful contact center solution requires tight 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 over ten years as a Cisco Advanced Technology, OEM, training and development partner, Bucher + Suter can provide:

- Contact center business consulting
- Solution design, application development, integration and implementation
- Maintenance and developer support

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

Available pre-integrated applications

- MS Exchange
- Lotus Notes
- Fax
- Voice Mail
- Jabber IM via XMPP
- ARS Remedy CRM
- Tasks (trouble tickets, sales orders, Service Requests etc.)
- Moxie CIM (nGenera/Talisma) e-mail/chat



System Information

Operating System supported

Windows 2003 and 2008

Cisco UCCE versions supported

7.2, 7.5, 8.0 & 8.5