Migrate your Call Center to Asterisk with Q-Suite 5.14

The Flexible and Scalable Solution For Migrating to IP Telephony

The Need To Migrate

We are witnessing a critical change in the history of telecommunications, with a move away from one mature and reliable protocol (TDM) to a new one (VoIP), primarily due to the unification of data, voice and all other media over an IP (Internet Protocol) infrastructure. Most of us understand the importance of acquiring a new generation contact center technology platform for improving productivity. Indeed, successfully migrating to a superior contact center platform can often be a competitive differentiator and should be of critical importance for contact centers.

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However, when looking at migration options, companies should look beyond the immediate objective of achieving increased employee productivity. They should carefully examine the contact center technology solution's underlying architecture, as well as other considerations, which have long-term impacts on their business. Along with comparing feature sets of competing contact center solutions, it is critically important to pay close attention to the call center ACD software and its underlying telephony. The ACD and its underlying telephone switch together form the backbone of your contact center technology platform. Limitations can seriously impact the ability of your contact center functionality and introduce additional costs.

This white paper will focus on key considerations to be made when selecting and migrating to a new contact center technology platform, including "How to reduce substantial initial capital investment", "How to avoid proprietary equipment lock-in", "How to manage risk when migrating", and "How to achieve rich ACD functionality". It will also introduce the benefits inherent to Asterisk, the leading hybrid switch for IP telephony, as well as introduce Q-Suite 5.14, a proven call center software suite for Asterisk.

Why Asterisk is Important?

Why is Asterisk as a switch important? For starters, the underlying telephony switch is usually a large portion of the initial cost when buying a packaged proprietary contact center technology solution. If you are able to find a proven, next generation switch then all that remains is searching for a feature-rich ACD to go with it. In Asterisk, you have the

most powerful open source hybrid telephone switch tested by millions of users worldwide. Therefore, by selecting Asterisk, you have an immediate cost saving.

Most proprietary contact center switch providers quite often have their internal teams playing "catch up" to keep their legacy CTI up to date, whether it be adding features for the switch or enabling cutting edge VoIP migration. 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. 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.

There are other benefits inherent to Asterisk. In the past, achieving voice recording capabilities has required additional expenditure and time consuming CTI developments. However, voice recording is intrinsic to Asterisk, meaning there are no additional costs.

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 easily avoid 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.

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Call Center Migration to Asterisk

With the benefits of Asterisk as the underlying telephony platform clear, the question remains: "Can industry standard contact center software features be achieved on the Asterisk platform?". 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.

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	√	√
Support	√	√
Unique Support	√	√

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 contact centers, evaluating the Asterisk platform, as well as available call center ACD software developed for Asterisk, is a priority.

Meet Indosoft, A Leading Asterisk Contact Center Software Provider

Indosoft began porting its call center software to work with Asterisk in late 2003, thus stopping its development work on proprietary CTI boards and instead focusing on Asterisk as the telephony platform for its call center ACD. One of the contributing reasons was the hopelessness of keeping PBX features on CTI boards up to date with the emerging open source PBX functionalities. The other factor was the realization that the CTI board manufacturers might find it difficult to economically match Asterisk IP capabilities.

"Q-Suite 5.14 is a feature-rich, scalable, out-of-the box contact center software solution built for Asterisk."

Today Indosoft provides Q-Suite 5.14, a very high-end call center ACD software solution for Asterisk. It is a feature-rich, scalable, out-of-the-box software that comes with a powerful ACD and predictive dialer. It has detailed reporting capabilities and is bound to satisfy the functional

requirements of most advanced call centers. With Q-Suite 5.14, you can switch to Asterisk with the right contact center technology solution and migrate seamlessly to IP telephony.

Q-Suite 5.14 Product Features Matrix	
Inbound Features	**Q-Suite 5.14**
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 5.14**
Predictive Dialing	√
GUI Script Builder	√
Campaign & List Management	√
Do-Not-Call Compliance	√
General Features	**Q-Suite 5.14**
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	√
Open Access and Full Knowledge Transfer	√
Unique Support	√

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The bottom line is that, in order to take full advantage of what cutting edge technology has to offer, a detailed analysis of Asterisk and Q-Suite 5.14 is central to your company's search for a new, next generation contact center technology platform. In Q-Suite 5.14 you have an open software on Asterisk that will let you take control of your call center technology platform. You avoid proprietary equipment lock-in, as Q-Suite 5.14 and Asterisk are designed to work in commodity hardware, including Dell and HP. Finally, the risk commonly associated with large scale migrations is avoided, as established CTI can be easily integrated, allowing for a gradual migration process based on company time tables.

There are a number of resources to help you learn about the benefits of Asterisk. In addition to the reference materials available at www.indosoft.com, you can find valuable information here:

Asterisk Website
www.asterisk.org

Commercial Asterisk Support
www.digium.com

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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.