Customer Contact Week: First Industry Event of 2018

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After nearly two decades, one of the industry's flagship events has made a concession to the changing face of communicating with customers. Call Center Week (CCW) was launched in 1999 as an annual event to promote best practices in agent training, emerging technologies, performance metrics, quality assurance, cost reduction and other key concerns in customer service. Initially, it was a once-a-year convocation held in Las Vegas in a late spring/early summer. Over the past few years, an aligned winter event has been added at the beginning of each year.

CCW organizer IQPC, a multinational producer of professional conferences and expositions in a variety of fields, has changed the identity of the event. Both CCW events have been rebranded as "Customer Contact Week" to reflect the transition in function of operations from contact center to engagement center.

The first iteration of Customer Contact Week took place at the Hyatt Regency in New Orleans, LA from January 22-25, 2018, attended by professionals representing a broad spectrum of organizations of all sizes and business categories. The focus was on "presenting game-changing ideas and topics to those who are dedicated to providing the best customer experience possible." Among others, keynotes were presented by Robert Herjavec, CEO & Co-Founder of Herjavec Group, who is best known as the Leading Shark on ABC's "Shark Tank", Terry Jones, Founder, Travelocity.com and Founding Chairman of Kayak.com, and Jim Plazter, Motivational Speaker and Blind Pilot.

The Expo Hall was open the same days as the main conference, featuring approximately 30 suppliers covering a variety of solution areas. CRMXchange had conversations with selected vendors to discuss their specific applications.

IBM Watson™

IBM Watson We had the privilege of a follow-up interview with Adam Orentlicher, Director, Offering Management, IBM Watson.

Can you explain the concept behind "cognitive care" and why you consider it a next-gen solution to enrich interactions?

As business decisions continue to be made with the help of AI, customer care will be no different. IBM Watson helps brands integrate their data – both structured and unstructured – into a single, complete platform. By doing so, these brands have more control over the vast amount of data running through their organizations, and have greater access to insights that can be actioned on for better business and customer care success.

"Cognitive Care" is a comprehensive offering that targets the people, process, and technology aspects of a contact center transformation. This solution can help brands improve customer support delivered by interactive voice response or digital messaging and enable an improved omni-channel, customer-first digital experience. By building these experiences that learn and adapt into core processes, companies can deliver better engagement with customers.

Our virtual agents offer a pre-trained, out-of-the-box solution that addresses what we consider the four key aspects of the customer experience: understanding, reasoning, learning and interaction. For example, when a voice customer states "I got a haircut," the AI entity can understand the phrase using speech detect technology, then reason the intent (based on context) of what he or she is trying to convey --whether it's simply visiting a stylist or used in the colloquial sense of losing money on an investment. It can then learn from this reasoning to apply responses correctly in future interactions.

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How does seamlessly blending human agents with AI bots enable enterprise businesses to effectively scale customer support operations?

AI-enabled conversational agents act as a partner to customer care teams, as they can handle a significant volume of customer inquiries – while still delivering personalized, quality care. In fact, Gartner estimates that 80% of customer support interactions can be resolved by a digital voice assistant application. Watson-enabled conversational agents tap into AI services to reach deeper levels of reasoning – they can go beyond simple, transactional interactions to navigate core issues and engage in real conversation.

Conversational agents can be a cost-effective way to handle routine support tasks and free up customer service representatives for more challenging, higher-level support issues. When those customer service representatives are engaged in higher level support issues, they can assist to pin point resolution. Because of this partnership, enterprises will benefit from scaling their customer support – without reducing the quality of each interaction and improving customer satisfaction.

Companies can choose from three levels of involvement: supervised, where a human is in control of the process; semi-supervised, which is a combination of human and bot and; unsupervised, which relies fully on machine learning. Such businesses are creating new positions which incorporate psychology skills into planning and execution of customer interactions, conversational user experience specialists, and conversational user experience architects. In critical interactions such as retention situations, Watson is designed to enable human agents to seamlessly take over a conversation, we call it the human-bot tango.

In what ways does LiveEngage with Watson expedite and improve First Contact Resolution?

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Legacy, voice-based customer support often requires the customer to dial an 800 number where they are placed on hold before eventually speaking with a representative – who may need to transfer the caller several times before finding the right destination. This process is lengthy, extremely cumbersome and does not leave a good first impression with a customer.

LiveEngage with Watson offers a better, more cost-effective way to support routine customer service tasks. It combines IBM Watson conversation capabilities with LivePerson's LiveEngage platform and gives brands the toolkit to quickly and effectively integrate conversational bots into their service process. It lets consumers message those brands from directly from their smartphone through an app, SMS, Facebook Messenger or a mobile site.

Brands can also customize their bots based on their individual needs or data sets, and create personalized interactions that can be up and running in just days. As a result, a customer's first experience with the brand is far more effective, less frustrating. Agents can spend more time on tougher, more critical support issues.

What differentiates your solution from all other AI platforms available on the market?

IBM has deep subject-matter expertise. Watson understands the language and nuances of industries and professionals. It has been trained with vertical experience and is establishing corpus in key industries through investments and partnerships. Brands in turn can leverage this understanding of verticals to improve their customer experience. Our chatbots offer companies the ability to help provide optimal customer service and are adaptable to different use cases depending on industry, customer base, and domain.

Equally as important, IBM values experience and protects its clients' data above all else. Clients are not required to relinquish rights to their data. IBM will not share unique or proprietary insights delivered from client data without their agreement.

Infutor offers focused expertise in Consumer Identity Management, enabling brands to instantly know what they need to know about consumers, exactly at the point when they need it. Dave Dague, EVP of Marketing, provided insights on the benefits of the solution.

Why is it critical for businesses to verify the identity of consumers to diminish fraud and ensure regulatory compliance?

Verifying the identity of inbound consumers is critical for a few reasons. In some cases, consumers make mistakes with the information they submit; in others, submissions are deliberately incorrect and have fraudulent intent. There are even automated fraudulent submissions. While identity verification is not a proxy for creditworthiness, it is a fast and inexpensive method to qualify legitimate submissions from false and potentially fraudulent ones. Plus, the additional demographic and psychographic information Infutor delivers with the verification is an effective indicator of a consumer's willingness to buy and ability to pay.

What is "identity completion" and how does it contribute to getting a 360-degree view of potential customers?

Identity completion is similar to identity verification, but it goes the extra step to either correct or "fill in" identity information consumers may have left off of a form. Complete identity data, along with the delivery of demographic, lifestyle, income, and other indicators, enables more

effective personalization to help match consumers with the "best" product or service to fit their needs. And identity completion isn't limited to online form submissions. With as little as a single inbound identifier, such as a phone number or email, identity completion can be delivered on-demand, giving brands a 360-degree view of prospects to drive personalization and ultimately, higher conversion rates.

How can companies use demographic and behavioral attributes to target customers for their multi-channel marketing initiatives?

Demographic and behavioral attributes are important insights that enable brands to predict consumers' immediate needs and best-fit products or services. When combined with past residential, auto, and purchase histories, these insights are an indicator of exactly where consumers are in their life's journey, and serve as strong predictors for brands of upcoming changes in wants and needs as their lives change.

What differentiates your solution from other customer identity management systems available on the market?

We maintain an expansive Consumer Identity Graph and data network with as many as 97 million daily updates. With complete, cross-linked, multi-channel identifiers Infutor's Consumer Identity Graph includes consumer names, physical addresses, landline, VoIP and mobile phone numbers, email addresses (an average of 3 per person in the U.S.) and IP addresses so omnichannel marketing is optimized. Further, Infutor maintains residential, auto ownership and purchase behavior histories on consumers that go back as far as 30-50 years. This deep historical information, along with accurate demographic and lifestyle data provides an unparalleled ability for clients to develop highly predictive buyer propensity models, and serves to predict future life stage and buying-need changes.

MessageBroadcast is a multi-channel communication provider whose core focus is on reducing customer effort, increasing customer loyalty, and significantly reducing operational costs through proactive communication strategies. They offer proprietary solutions to enable organizations to build lasting, profitable customer relationships across the full consumer lifecycle through utilizing voice, mobile/SMS, IVR, email, social media, and broadband. CRMXchange spoke onsite with Chief Strategy Officer Bill Joiner.

Why should companies be less concerned with trying to "delight" their customers and focus instead on providing prompt resolution to their specific service issue?

A lot of the promotional rhetoric you see would have you believe that companies need to 'delight customers' by exceeding their service expectations to build loyalty. But large-scale study of contact center and self-service interactions finds that what customers really want (but rarely get) is just a prompt and satisfactory solution to their specific service issues.

We do however agree with another oft-stated premise: customer expectations are at an all-time high and today's consumers demand that you anticipate their needs and reduce their effort. Understanding a customer's need and resolving the issue within a single interaction reduces effort and thus increases customer loyalty. To meet these demands and help companies always be prepared for what we call the 'moments that matter', our customer experience platform makes it easy to design, implement, deploy and manage conversational customer interactions and self-service applications, across all communication channels, on one unified platform.

What do businesses need to do to better understand customer preferences and intent to drive more personalized omnichannel interactions?

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Comprehending and respecting customer preferences is vital to successful communication. Organizations need to find solutions that provide tools which enable consumers to set and administrate their channel preferences while also addressing the high percentage of consumers who do not proactively share their preferences. This can be accomplished by incorporating preference selection within conversational interactions.

It is also vital to have a platform that understands customer intent, can follow complex decision logic, and consistently respond with relevance.

How does your solution leverage personal data and interaction history to create real time session flows that bring relevance to a conversation right from the outset?

Our Customer Experience Platform accesses customer data and interaction history within the client's multiple disparate data systems. This information is then used to link session flows in real time, seaming together a series of utterances designed to open a conversation with relevance. The right call to action related to the inquiry is displayed. These 'Mobile Moments' are deployed across specific channels based on the customer's personal preferences and behavior.

What differentiates your solution from others available in the market?

MessageBroadcast was founded 18 years ago on the belief that technology and complex decision logic can transform the way businesses and their customers communicate. To us, that means helping people have natural and engaging conversations with the brands they trust-when, how, and where they want. Our proprietary technology and session flows result in significantly higher rates of resolution, customer consent and preference capture. Our platform incorporates such features as decision logic, analytics, web services API, agent portals and escalation capabilities.

What began for many brands as an effort to reduce call center costs has revealed a simple truth. The most effective way to increase customer satisfaction, loyalty and spend is to simply reduce the customer's effort.

mLevel offers an innovative microlearning solution that utilizes gamification to increase employee knowledge and retention. They claim that businesses with contact centers have seen a 32% increase in employee knowledge, 21% first call improvement, and a 7.3% boost in overall customer satisfaction after implementation. According to Colin Daymude, Director of Product Marketing, mLevel Analytics allows for measurable and data-driven employee training, identifying knowledge gaps before they become an issue. He shared his further thoughts with us.

How have businesses been able to achieve significant increases in employee knowledge as well as improved first call resolution with your microlearning solution?

mLevel was built based on the latest in neuroscience that tells us that learning is a process and not an event. Most organizations are content with providing training one time without the appropriate reinforcement and assessment. Gamification provides the learner with engagement and microlearning allows for spacing over multiple learning segments to ensure optimum knowledge retention.

First call resolution is a result of employee understanding on how to best deal with difficult situations and not allow them to escalate. Branching, scenario based microlearning activities are essential on the job (native) training tools that can bridge the performance gap necessary to improve metrics. We have seen first call resolution increase close to 30% utilizing our Pathfinder scenario based activity as a reinforcement tool.

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Why is it critical to for enterprise learning applications to go beyond the initial learning moment to measure knowledge assessment and support learning reinforcement?

Human beings don't just see a piece of training content one time and miraculously absorb and are able to recall the information. Even if initial training is exceptional, most companies don't know how it correlates to performance on the job. With the 70/20/10 model, 90% of learning is informal, meaning that it happens on the job. That usually does not produce desired results. Formal knowledge must be assessed at regular intervals and then be followed up with reinforcement training once knowledge and skills gaps are identified. The process should be repeated until desired behaviors are exhibited on the job.

Can you describe how activities, games and bite-sized content come into play to promote enduring outcomes?

There is a lot of talk about 'how millennials learn,' but the truth is people in general and employees don't learn any differently than they did 100 years ago. Our brains don't evolve that quickly. What has changed dramatically is our environment. We are inundated with distractions and notifications and social media has literally conditioned people to crave small bits of gratification on a regular basis. Gamification and microlearning fit into the modern environment by utilization technology to activate the same positive brain responses that employees get from social media. Because of that, they chose to engage with training content, over and over.

What differentiates your solution from other learning modules available on the market?

mLevel is a templated microlearning and gamification platform that plugs seamlessly into existing systems to optimize and reinforce training. Our authoring platform dramatically reduces time-to- market for new training initiatives and updates, making it the best solution to keep up with the pace of change for Contact Centers. Users do not require any technical expertise to publish engaging content that includes multi-media formats and gamified activities.

Salesforce provides the Service Cloud intelligent customer service platform, allowing companies to transform the customer experience with smart conversations across every channel. It engages customers via messaging, video, communities, web chat, in-app, email, social, phone and even through communicating directly with connected products. According to a 3rd party research report sponsored by Salesforce, companies that have deployed Service Cloud have seen an average 22 percent decrease in support costs and 28 percent increase in agent productivity. Bobby Amezaga, Senior Director, Product Marketing, Service Cloud offered additional details.

How have businesses been able to achieve significant decreases in support cost and improvements in agent productivity and CSAT by deploying Salesforce Service Cloud?

Companies turn to Salesforce Service Cloud as a complete customer service platform that enables smarter, more personalized support. Businesses can engage customers on the channels of their choice and deliver a completely connected and low-effort experience for agents and customers alike.

Salesforce Service Cloud continues to help businesses achieve significant decreases in support costs and improvements in agent productivity, CSAT, and revenue by enabling service that is:

Connected. Built upon Salesforce, the leading B2B and B2C CRM platform, Service Cloud allows businesses to unlock data trapped in back-end and legacy systems and use declarative tools to create guided experiences for agents, managers, and mobile workers. With three releases per year, customers always receive the latest product innovations.

Personalized: With connected customer information, service organizations can deliver *contextual* support experiences to their customers across every mobile, voice, web, and self-service channel, including connected IoT products, helping customers feel like they are real people, not account numbers.

Intelligent: Service Cloud has intelligent tools and algorithms--including artificial intelligence--built natively into its solutions to get the right information to the right employees at the right time.

Empowered: Service Cloud empowers service personnel with smart productivity tools like the Lightning Service Console, which provides a 360-degree view of the customer in one unified desktop view. Agents are intelligently pushed information to help resolve issues faster with greater accuracy, and respond to customers in-channel from a single location.

There has been a lot of conversation about personalization: what do businesses need to do to ensure that their customers receive personalized service on the channels of their choice?

Today's digitally savvy customers want to reach a company whenever and through whatever channel they prefer as well as less-anonymous, deeper relationships with their preferred brands. This means that while consumers still want the efficiency and affordability of the large-scale company, they also expect that company to know each and every one of them. Personalized customer-service statistics found in the Salesforce 2017 State of Service support this claim - 69% of consumers, and 82% of business buyers say personal care directly influences their loyalty

How does AI-powered routing and chronological visibility of customer interactions enable more rapid resolution of support cases?

With the power of AI, customer service organizations can create scale for their support operations by automatically accelerating case resolution, reducing handle time, and increasing case deflection.

Einstein Agent, for example, leverages machine learning to automatically classify and triage cases as they come in. In addition, relevant information required to resolve cases, such as knowledge articles or videos, are automatically surfaced, saving time and creating positive customer experiences. Einstein Agent is a human agent's new favorite co-worker because it does the heavy lifting on their behalf. Before an agent even accepts a case, it uses case attributes to understand the issue, predict and populate case field values and triage cases to minimize SLA violations and give agents a head start on resolving the case, creating a better agent experience and delivering answers to customers faster.

Why has it become more important than ever to provide more effective self-service options to customers; what do you find to be the most effective approach to help them help themselves?

Traditional interactive voice response (IVR) systems often cause customer frustration. They tend to be non-intuitive, long, irritating processes because every company's IVR is different. The customer can't just reach out, get a

hold of someone and get on with their day. As a result, customers avoid calling customer support because it's time consuming and downright painful. In fact, 81% prefer to use self-service before trying to deal with a customer service agent.

The most effective approach to self-service has three ingredients:

Adopt a KCS (Knowledge-Centered Service) approach to self-service, and use solutions such as Salesforce Service Cloud that are KCS v6-approved. KCS practices have been proven to improve key performance metrics like accelerating resolution times, improving CSAT, reducing operational costs, improving service levels, reducing agent training time, and improving agent satisfaction.

Provide self-service communities or portals that can be easily created, managed, and connected to existing business processes to quickly and effectively resolve customer issues.

Deploy a CRM-connected chatbot. AI-powered Einstein Bots can be built, trained, and deployed with clicks, not code and can collect & qualify customer data to resolve routine requests automatically or seamlessly handoff to agents for more complex inquiries.

Tenfold focuses on the universal problem of broken customer conversations. They look into the root cause. With the overpopulation of platforms, customer data falls through the cracks. Most systems are largely dependent on manual data entry and as reps move form call to call, vital data often doesn't get added to the CRM. Louisa Smythe, email Marketing Manager for Tenfold discussed the problem in detail.

Why does Tenfold believe that customer conversations often turn into a nightmare for many companies and what do they need to do to fix what's broken?

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Have you ever been on a call so infuriating, you vowed you would never work with that company again? You'd be hard pressed to find someone who *doesn't* have a nightmare story about calling into a toll-free number. No brand or call center agent starts out with the goal of infuriating customers, but given how contact centers are architected, technology wise, agents are forced to treat customers as order codes or case numbers, rather than human beings.

Companies need to alter how they approach customer records. Businesses are experiencing a data crisis – on average, 80% of customer data is missing, and the 20% that is recorded lives in siloes. Each customer-facing team at a company uses a different system to record and track its part of the customer journey. With the status quo architecture of discrete systems, no one team within an organization has a full view of everything, which can turn customers into former customers.

To fix this problem, companies need to find a way to 1) capture more customer data, 2) tie the data from multiple systems of record together, and 3) deliver that data in real time to their customer facing teams.

How does the ability to instantly and accurately identify customers at the outset of an interaction provide a business advantage?

We see customer conversations from three perspectives — the customer, agent and business insight end of the interaction. Match rate – i.e. how quickly, accurately, and often business systems can match an incoming customer call, chat, or email with that customer's profile – has an important influence on all three of these conversation aspects:

Customer: the customer feels *warmth*, and is *known*, and *heard.* He or she will have a positive experience on the phone, likely give a positive review of the service, and suggest the company to his or her network. This mean increased Customer Satisfaction (CSAT) and Net Promoter Scores.

Agent: the agent is saved from frantically searching through multiple data systems – what we call 'alt tab hell' – *while* trying to keep conversation flowing with the customer. Instead, the agent can focus on customers, what they have to say, and how best to help. Beginning a call with full context makes agents' lives easier, which translates to lower turnover rate and helps create call centers that can handle next year's increased volume with today's resources.

Business insight: With a high match rate, it is easier for an agent to save notes in an existing record than create a new one – cutting down on duplicate records, and increases the quality of data entry. Cleaner, more complete data leads to better analytics to make business decisions. Data clarity allows a business to forecast, staff, and budget properly

How can companies gain immediate access to their available customer data and integrate it into their existing solutions without the need for expensive rip-and-replace projects?

Many vendors position their platform as the key to unlocking customer data; however, companies are doing so by adding another platform to their IT architecture, creating another silo in which data can get lost. Instead, companies need to identify a solution that can aggregate all their existing data into a single UI in real time.

To avoid the cost – in time, money, and potentially data – of a rip-and-replace strategy, companies can either build a custom solution in-house—which can prove equally as costly or find a vendor to provide the solution, which often means sacrificing customization to their business workflows in exchange for outsourcing the building and maintenance of the solution. Since many vendors work with a limited selection of platforms, companies will have to rip-and-replace anyway, or be permanently locked in to their current technology investments.

What differentiates your solutions from others available on the market?

Our solution differs from others in five key ways.

1. IT administrators can take 'rip-and-replace' out of their vocabulary. Our software can sit on top of any existing infrastructure since Tenfold natively integrates with over 60 systems. Our team of engineers has built out both cloud integration that connects Tenfold with any other cloud-based technology and cloud connect integration, which allows Tenfold to integrate with legacy on-premise solutions.

2. Enterprises experience an optimized time to value. Adobe was able to go live with 1000 Tenfold users within six months of the purchase decision. This period included training, extensive professional services, and multiple iterations of Technical Validation Evaluation (TVE) with small test groups. Adobe agents now save an average of 87 seconds of handle time per call, and have up to 800 concurrent global Tenfold users.

3. Tenfold mitigates human error. Regardless of whether an agent follows business process to the letter, Tenfold will be working in the background to automatically match records, log duration of calls, and add other edifying data to systems.

4. Tenfold connects directly with phone systems rather than depending on a third-party connector, such as Twilio. agents experience optimized call quality since they are directly leveraging the phone system and all its benefits. This also means that if any platforms experience downtime, a business is still able to make and receive calls.

5. Tenfold is customizable from team to team within the product. Tenfold can adapt itself to match the workflow, business case, and desired outcome of each of a company's various customer-facing organizations. sales and support alike can access shared data with Tenfold, but in different ways, and with different resulting dispositions.

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Monet Software is a global provider of cloud-based workforce optimization for contact centers. Its unified solution suite, Monet WFO Live, includes workforce management, quality monitoring, analytics and performance management. Caroline Blivet, Marketing and Communication Manager answered our questions.

How does a cloud-based WFM solution that incorporates forecasting, scheduling and adherence enable businesses to enhance service and efficiency by ensuring that the right number of agents with the right skills are always available to handle customer inquiries?

Most ongoing contact center expenses are related to staffing. Having the optimum number of agents at the right time with the right skills, in the right place is therefore essential to contact center success and profitability. A cloud-based WFM solution solves the two most significant contact center challenges: meeting service levels and controlling costs. Monet WFM integrates forecasting, scheduling, and adherence features to improve forecast accuracy, track intra-day trends for the immediate adjustment to the contact center's needs, create optimal schedules to consistently meet service levels and monitor agent adherence as well as tracking key performance indicators (KPIs) to optimize service quality and center performance.

It enables contact centers can start improving service levels and reducing center costs without the upfront expenses and IT requirements of traditional workforce management software or the limitations of scheduling spreadsheets.

In what ways does the scalable, multi-tenant architecture of your Elastic Compute Cloud platform make it possible to securely deliver web applications and balance traffic at the lowest possible cost of operation?

Monet WFM runs in a highly reliable environment where application instances can be quickly and predictably commissioned. The service runs on a proven network infrastructure at the data center of one of the top hosting providers, AWS. "Elastic Load Balancing" enables automatic distribution of incoming application traffic across multiple instances. Our solution is scalable and agile and can quickly adapt to contact center's fluctuating needs and demand spikes. In other words, contact centers can get all the computing power they need, when they need it.

We believe we offer the lower cost of operations since the IT infrastructure and resources are shared to avoid "hidden costs" for hardware replacements, upgrades, and maintenance of typical on-premise software.

How has the advent of AI and machine learning solutions affected workforce management and what changes do you see for in future?

Artificial Intelligence and machine learning are disrupting and reshaping the customer experience and therefore, the contact center industry. Given that customer experience will overtake price and products in a couple of years, businesses have no choice but implementing a robust strategy. With changing and growing customer expectations, experience and service should be outstanding and cohesive throughout the customer journey. Emerging technologies such as artificial intelligence, machine learning and speech analytics deployed in contact centers enable to provide call guidance for agents, helping them to adapt their communication style, convey empathy and be more confident and responsive. These technologies have a huge role to play to understand and improve calls and therefore, contact center performance. AI-powered customer service such as chatbots and virtual assistants help to better engage with customers with no interruption, no wait, and personalized experience.

Twenty years from now, we will probably see customers interacting with AI agents in contact centers in natural voice conversations. AI will anticipate customer needs, handle interactions and provide support when applicable. But humans will still be there to handle more complex issues. In other words, the future of contact centers will be made of an efficient blend of powerful technologies and enhanced human interaction for a close to perfect solution.

What differentiates your solution from other WFM products available on the market?

In 2009, Monet Software moved from an on-premise solution to a cloud solution, becoming the the leader in offering a true multi-tenant cloud WFM solution. Today, we are the industry cloud leader and we continue to enhance our suite with new technologies such as Quality & Performance Management and the integration to Salesforce, Monet Workforce Management for Salesforce. Again, as a pioneer. Monet WFM for Salesforce is the only Workforce Management solution on the market that is built for Salesforce and provides seamless integration with Salesforce case management system for generating precise forecasts based on historical data from Salesforce and bringing accurate omnichannel agent's scheduling to Salesforce.

We have also invested in global partnerships with leading Contact Center Infrastructure vendors, system integrators and resellers to offer a best of breed solution that relies on flexibility, easy integration & implementation and freedom for our customers.