Alcatel-Lucent
Soft Panel Manager

Bringing real-time visibility to
contact center and business data

Alcatel·Lucent

Your business operates in real time. That means you need real-time visibility of the intelligence distributed across your organization's business, customer and operational systems. The Alcatel-Lucent Soft Panel Manager brings consolidated, real-time data into view. This intelligent software product collects, processes and displays any data from any combination of systems — including contact centers, customer relationship management (CRM) solutions, enterprise resource planning (ERP) solutions, help desk solutions, network management systems and warehouse management systems. Your teams can simply glance at a wallboard, LCD, plasma or computer screen for instant access to the knowledge needed to turn real-time intelligence into business opportunities.

TURNING REAL-TIME INTELLIGENCE INTO BUSINESS OPPORTUNITIES

By allowing you to centralize and instantly view any combination of business, customer and operational data on wallboards, LCD, plasma or computer screens, the Alcatel-Lucent Soft Panel Manager gives your teams a more holistic view of the business.

Through integration with third-party or industry-specific solutions, the Alcatel-Lucent Soft Panel Manager can be used in any industry to combine *real-time* **and** *historical telephony and business data* to provide you with specific business indicators.

Enhance Contact Center statistics with Business Data

- *Finance:* Credit interest rates, stock levels, exchange rates, real estate interest rates and new business levels
- *Events, hospitality and tourism:* Real-time registration and reservation information, ticket sales, visitor and visited locations statistics
- *IT:* Installed base performance indicators, hardware usage, server room storage capacity and temperature
- *Industry:* Temperature, chemical emissions, facilities access, moving vehicles
- *Logistics:* Warehouse capacity levels and stock levels
- *Contact centers* (inbound and outbound): In any industry, business data can be combined with contact center data, such as sales campaign success rates, customer service feedback, agent or agent group data and telephony usage levels
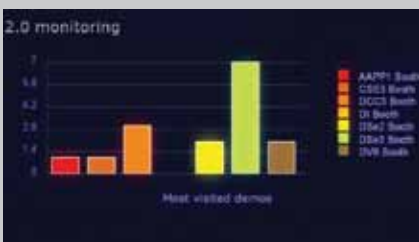
ENHANCE YOUR BUSINESS METRICS WITH THIRD-PARTY INTEGRATIONS

Contact Center monitoring

This opens the door to many new possibilities. For example, you can:

- Proactively offer timely information, attractive contract renewals and upgrade opportunities to increase customer intimacy.
- Track progress against key performance indicators (KPIs), such as sales targets, in real time, to motivate employees.
- Compare real-time performance or productivity data to historical data to increase business efficiency.
- Combine data from multiple sources to make more informed decisions.
- Broadcast alarms when predefined performance thresholds are crossed to ensure business targets are met.
- Collect real-time registration, attendance and booth statistics at events and conferences to tailor customer service to dynamic interactions.
- Display real-time messages when a phone call is made to emergency services personnel to improve reaction times in emergency situations.
- Understand how much energy and money you are saving with "green IT" solutions to increase operational efficiency.

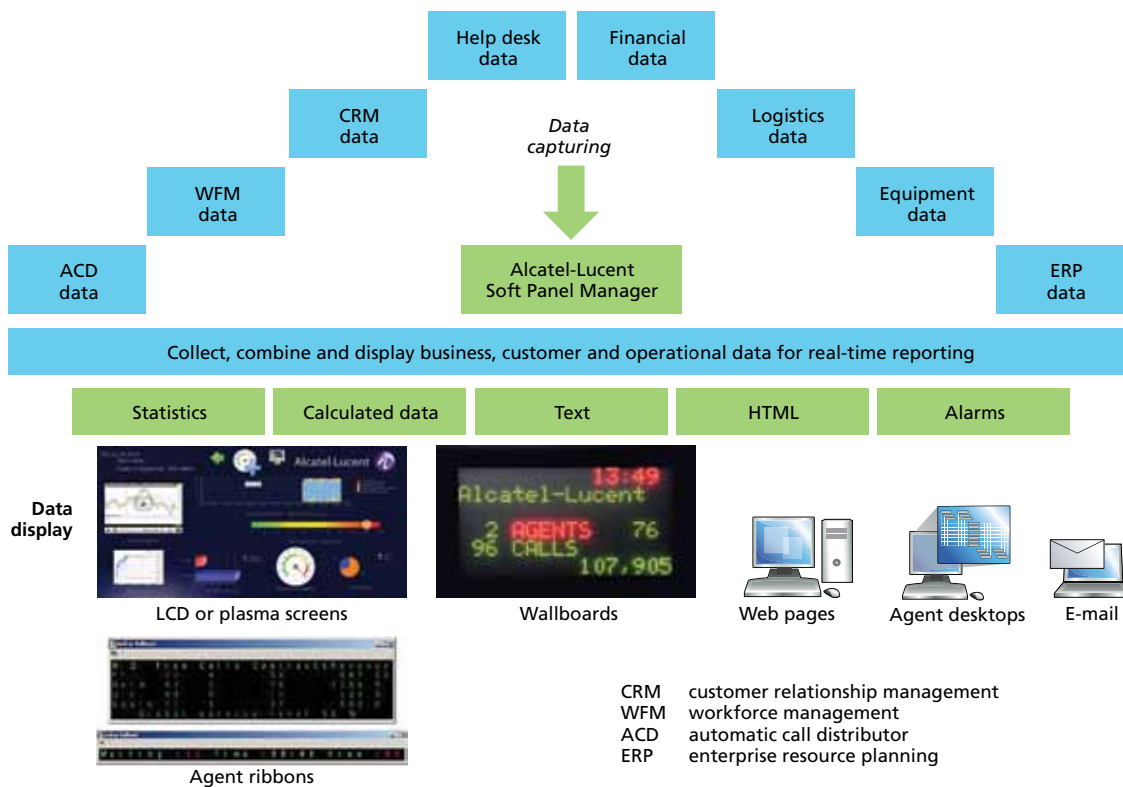**Event Transformation Solution Example**

Turn IT Green Integration example

ALCATEL-LUCENT SOFT PANEL MANAGER

The Alcatel-Lucent Soft Panel Manager fits seamlessly into your business operations whether you need to collect data from a contact center, a business system, or both. Figure 1 illustrates where the Alcatel-Lucent Soft Panel Manager fits in your business operations.

Figure 1. The Alcatel-Lucent Soft Panel Manager fits seamlessly into your business operations

Help desk data
Financial data
CRM data
Data capturing
Logistics data
WFM data
Equipment data
ACD data
Alcatel-Lucent Soft Panel Manager
ERP data

Collect, combine and display business, customer and operational data for real-time reporting

Statistics | Calculated data | Text | HTML | Alarms

Data display

LCD or plasma screens
Wallboards
Web pages
Agent desktops
E-mail

Agent ribbons

CRM	customer relationship management
WFM	workforce management
ACD	automatic call distributor
ERP	enterprise resource planning

TURN INFORMATION TO ACTION

**The Soft Panel Manager
on LCD and PC screens**

Soft Panel Manager on LED Wallboards

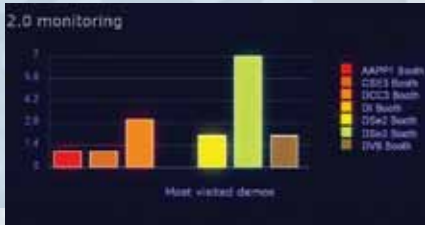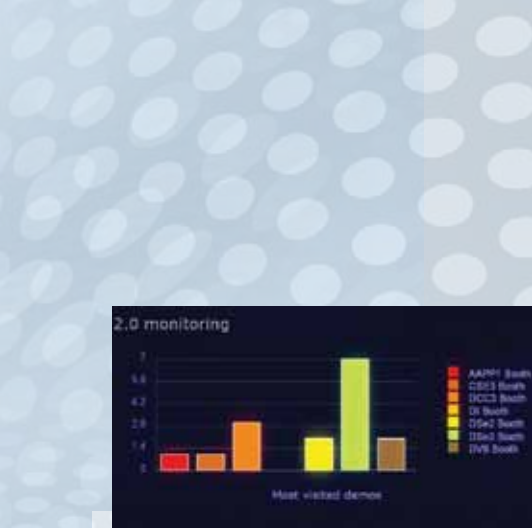**The Soft Panel Manager on Agent PCs**

COLLECT KEY DATA

The Alcatel-Lucent Soft Panel Manager collects real-time data from the Alcatel-Lucent contact centers listed below as well as from business systems and applications. All data collected is automatically available for monitoring, processing and display.

• Genesys Compact Edition

• Alcatel-Lucent OmniTouch Contact Center Standard Edition

• Genesys Contact Center

The Alcatel-Lucent Soft Panel Manager can also be integrated with industry-specific systems to collect data from labor management, scheduling and calendaring, transportation management, hospitality or event management systems, for example.

PROCESS AND COMBINE DATA

During the data processing stage, the Alcatel-Lucent Soft Panel Manager applies mathematical calculations to the combined data to help you improve your usage of the collected data. With calculated data and predetermined thresholds, alarms or other specific actions, such as e-mails or instant messages, can be defined and automatically sent when a threshold is crossed.
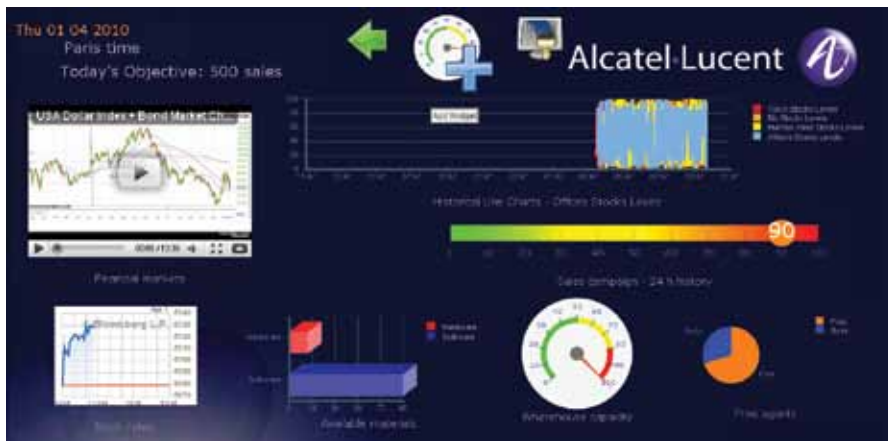
See event statistics in real-time thanks to the Event 2.0 integration

DISPLAY THE RESULTS

Processed data can be displayed on LED wallboards, LCD or plasma screens, agent desktops or through agent toolbars. Wallboards and screens are not included with the Alcatel-Lucent Soft Panel Manager but are configurable through the application's web interface. The display mechanism(s) you choose will depend on your organization's requirements. Figure 2 shows a sample LCD or plasma screen display.

Figure 2. An LCD or plasma screen can display a wide variety of color-coded gauges, indicators and charts as well as HTML and simple text areas

Simplicity and ease of use

Even your non-technical staff will find the Alcatel-Lucent Soft Panel Manager user-friendly and intuitive. Adding or changing a display widget — whether it's for contact center data, business data, HTML, simple text or images — is as simple as clicking on the required widget and dragging it to the preferred location on the screen.

With the easy-to-use Java source code template provided, 100 percent of Alcatel-Lucent Soft Panel Manager customers have been able to configure data collection from other vendors' business systems on their own.

ENHANCE BUSINESS METRICS WITH INTEGRATIONS AND CUSTOMIZATIONS

SOME EXAMPLES

ENCOURAGE CONTACT CENTER AGENTS WITH PERSONAL PROGRESS DATA

Through integration with the Genesys Active Desktop (GAD), a contact center agent toolbar can display individual agent statistics. The toolbar can be configured to appear only when a specific threshold is reached and can be moved anywhere on the agent's computer desktop.

IMPROVE REACTION TIMES IN EMERGENCY SITUATIONS

The ability to display a real-time alarm message when a threshold is reached makes the Alcatel-Lucent Soft Panel Manager ideal for emergency communications in schools, hospitals, industrial and business facilities. Through integration with the contact center, the Alcatel-Lucent Soft Panel Manager can instantly display an alarm message and source information on all LCD screens in the building when an emergency call is initiated.

UNDERSTAND CUSTOMER DYNAMICS IN REAL TIME

The Alcatel-Lucent Soft Panel Manager can also complement a barcode scanning or badging system, such as Event Transformation Solution™. At an event, for example, conference attendees can swipe their personalized tag on tag readers to record their presence or trigger an action, such as an e-mail with more information. Conference organizers can use the Alcatel-Lucent Soft Panel Manager to instantly access the tag data and monitor attendance, booth traffic and customer requests in real time. This helps reduce administrative costs, improve customer service and accelerate business decisions.

Genesys Active Desktop integration

SOFT PANEL MANAGER SUCCESS STORIES

At the 2009 MIT-sponsored EmTech (Emerging Technologies) conference in Cambridge, Massachusetts, USA, Alcatel-Lucent Event 2.0 was integrated with the Alcatel-Lucent Soft Panel Manager to collect and display real-time event attendance statistics.

YOUR BENEFITS

The Alcatel-Lucent Soft Panel Manager enables simplicity, strategy, customer focus and openness.

THE POWER OF SIMPLICITY

- *Accelerated return on investment (ROI)* with fast and easy implementation
- *Minimized training time and costs* with extreme ease of use
- *Reduced operating expenditures (OPEX)* with low installation, training and maintenance costs

THE STRENGTH OF STRATEGY

- *Increased business visibility* with both past and real-time intelligence to enable strategic, customer-oriented decisions
- *Sound business decisions* with data that is consolidated from multiple business, customer and operational systems
- *Enhanced customer understanding* with better access to real-time business indicators that help you anticipate market trends

THE VALUE OF CUSTOMER FOCUS

- *Intelligent customer service* with comprehensive, real-time information that helps your teams sell
- *Enhanced quality of service* with consolidated, up-to-the-minute data
- *Improved response times* with real-time data collection and display

THE ADVANTAGES OF OPENNESS

- *Increased flexibility* with an intuitive web interface and widgets that can be easily displayed on any LCD, plasma or computer screen so data can be monitored from virtually anywhere
- *Customized views and program displays* to match your business objectives and operational requirements
- *Multivendor data* with support for any vendor's contact center or business system
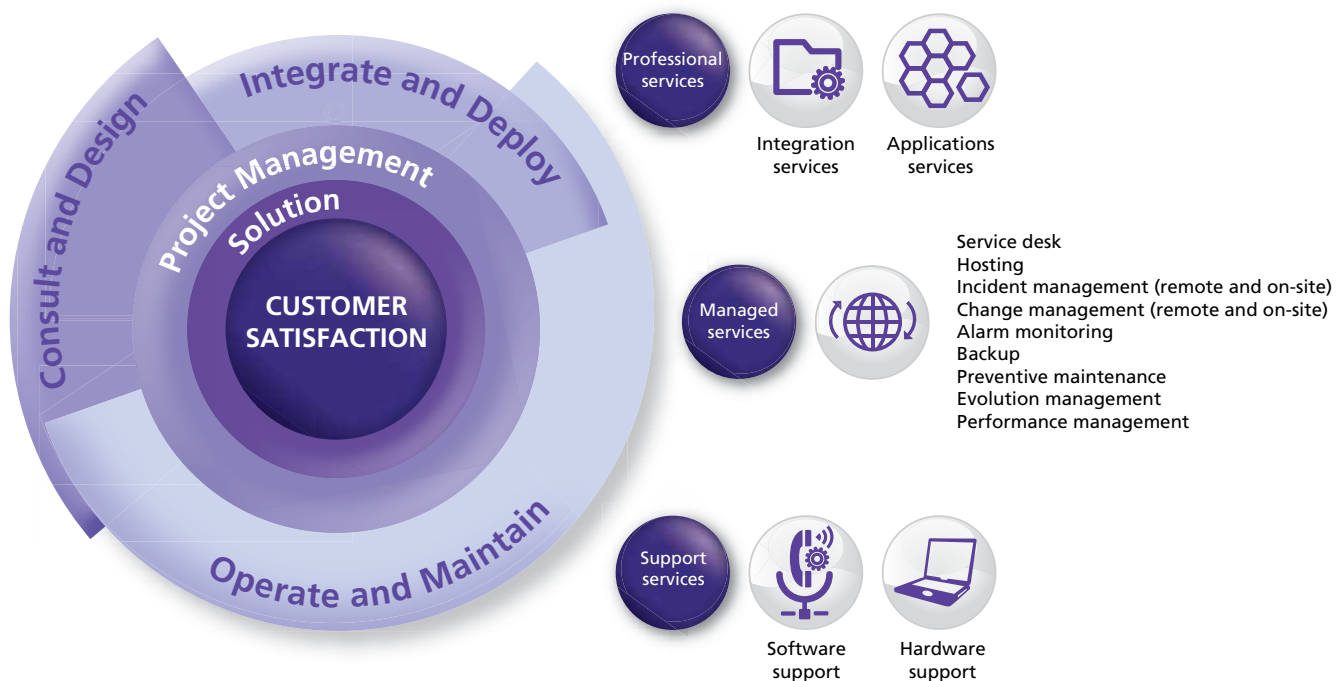- *Integration* with third-party and industry-specific applications

Strategy
- Contact center & business data
- Historical & real-time
- Various widgets

Openness
- Customized views
- Multivendor data
- Third-party integrations

Customer Focus
- Comprehensive data
- Real-time display
- Multiple terminals

Simplicity
- Intuitive interface
- Simple administration
- Fast installation

SERVICES
TO SUPPORT
YOU EVERY STEP
OF THE WAY

Alcatel-Lucent partners with you throughout the product life cycle. For example, our teams will help you determine which business data and display options will best meet your objectives. They will also work with you to integrate the Alcatel-Lucent Soft Panel Manager with other vendors' applications and to adapt the software to your specific industry or business environment. Our support services ensure the highest levels of software reliability and performance at all times.

Figure 3. Alcatel-Lucent is your partner for comprehensive enterprise services

Professional services

Integration services

Applications services

Service desk
Hosting
Incident management (remote and on-site)
Change management (remote and on-site)
Alarm monitoring
Backup
Preventive maintenance
Evolution management
Performance management

Managed services

Support services

Software support

Hardware support

Consult and Design
Integrate and Deploy
Project Management
Solution
Operate and Maintain

CUSTOMER SATISFACTION

WHY ALCATEL-LUCENT?

An industry leader: For more than a century, Alcatel-Lucent has designed and engineered innovative, best-of-breed technology that has won numerous awards and satisfied customers around the globe. Alcatel-Lucent is a primary source of new technologies for the communications industry and holds more than 25,000 technology patents.

A technology pioneer: The Alcatel-Lucent family of enterprise products is the most highly awarded set of enterprise solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovation and its implementation of open standards.

Strong technical capabilities: Alcatel-Lucent and Genesys received the highest Technical Assessment score in Datamonitor's 2009 report, *Decision Matrix – Selecting an IP Contact Center Vendor*, with especially high marks for features and capabilities, reliability and scalability and vendor strategy.

Market-leading contact center products: Also in the same 2009 Datamonitor report, Alcatel-Lucent and Genesys are noted as providing some of the most advanced, high-value contact center functionality available for enterprises.

Cross-vendor interoperability: With Genesys' switch-agnostic approach to contact center technology, interoperability with other vendor's contact centers has never been easier.

Low total cost of ownership: Speed of implementation, minimal training requirements and low maintenance costs all contribute to lower total cost of ownership.

Worldwide excellence in enterprise services

Alcatel-Lucent offers worldwide expertise in thousands of large-scale enterprise transformation projects, across all industries, in network integration, applications, security and support systems:

- 2500+ deployments and integrations per year
- 300+ development and integration experts
- 2500+ staff-years of service experience
- 1500+ staff-years of customization experience
- 3500+ staff-years of integration experience

For more information, please visit www.alcatel-lucent.com/enterprise/services or contact your local Alcatel-Lucent business partner.

About Datamonitor's IP Contact Center Decision Matrix
Due to demand for a better understanding of the competitive landscape in the IP contact center (IPCC) market, Datamonitor has developed the IP Contact Center Decision Matrix (DMTC2189). This report explores the competitive dynamics within the IP contact center market and helps businesses select a vendor based on its technology strength, reputation among customers, and impact in the market. Datamonitor provides a complete view of vendor capabilities and advises on those you should explore, consider and — most importantly — shortlist. Because realizing the value from an IP contact center deployment is critically dependent upon the solution's ability to execute the institution's overall IPCC strategy, a decision to purchase one solution over another should be based on a broad array of factors, including — but not limited to — the degree of alignment between the solution's features and functionality and the specific objectives of enterprise IP contact center strategy. As a result, Datamonitor's recommendations to shortlist, consider and explore should be taken only within the context of an enterprise's specific solution requirements.