

IP Communications

A Wealth of Innovations Begins to
Deliver New Value to Business



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hile the full legacy of the Internet and World Wide Web has yet to be written, the swiftness with which these innovations are drawing the world closer continues to astound. The newly discovered desire to control all the permutations and combinations of the ways people communicate, through time and space, is creating infinite challenges. In response, communications innovators are mining the vast potential of the Internet and coming up with ever-richer solutions.

Indeed, the rapid spread of IP, or Internet Protocol, across all wired and wireless networks, including the public Internet, service provider networks, and corporate LANs — and the IP-enabling of communications and computing equipment designed to connect these networks — has created the foundation for a whole new set of powerful communications capabilities.

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Help is Where You Find It

With traditional premise-based technologies, every contact-center location typically requires its own dedicated systems which must be custom-integrated at tremendous cost on a site-specific basis and provided with dedicated licenses, phone lines, and IT staff for each location.

New IP contact-center technology enables companies to centralize their technology resources and leverage them across a global network. This cuts costs and also increases productivity by enabling callers to be matched with the agent best qualified to deliver world-class service in the shortest time, wherever he or she is.

IP contact-center systems that enable companies to share centralized systems across locations while keeping the data of different groups separate are called “multi-tenant” technology solutions. One leading system, Telephony@Work’s multi-tenant CallCenterAnywhere, “enables contact-center technology to be centralized while empowering local autonomy for individual sites or groups of sites without any of the traditional technology risks,” says Eli Borodow, CEO of La Jolla (Calif.)-based Telephony@Work, Inc. “It also enables all technology-driven contact-center business processes to be modified on demand at a local or global level, empowering companies to maximize productivity by optimizing technology-driven business processes in real-time.”

Telephony@Work’s multi-tenant CallCenterAnywhere technology is deployed across the spectrum of large companies, government, and service-provider networks. It is also offered in Canada by Telus Communications Inc., in Vancouver. In running this multi-tenant solution, Telus is supporting diverse companies and government agencies, including the Health Benefits Organization of British Columbia.

“We picked Telephony@Work because of the unique fitness-for-purpose of their hosted-services technology,” says Kevin Hayden, director of integrated contact center solutions at Telus. “We needed a solution that would maximize our economies of scale in order to pass the savings on to our customers, and, at the same time, address all of the reliability, scalability, and network security issues related to rolling out a large-scale hosted service.”



**Telephony@Work’s Borodow:
Centralizing contact-center
technology while empowering
local autonomy is key.**