

## Sepia Telepathy™ IP Contact Center for WebSphere™

### Overview

Sepia Telepathy™ offers full featured contact center functionality at a fraction of the cost of traditional technologies, and delivers the reliability and scalability of an enterprise class solution. In addition, Telepathy boasts complete flexibility through its open standards software design, to give you a solution that perfectly fits the needs of your business.

### Expand your reach

Telepathy connectors extend your reach by enabling you to seamlessly communicate with your customers through traditional voice calls and e-mail as well as pro-actively through a range of web, social networks and mobile technologies. You'll never miss a chance to interact with your customer.

### Customize your solution

Independent and interchangeable functional modules can be added to the Telepathy environment as required. These include ACD, IVR, Recording, CTI, PBX, Campaign Manager and numerous others from an ever-growing list of functional modules.

### Standardize and capitalize

Your WebSphere infrastructure represents a significant investment and is key to many of the functions within your business. Telepathy allows you to leverage this investment by enabling a complete communications solution without the addition of any expensive proprietary equipment.



### Customer Benefits

#### Reduce hardware footprint

Telepathy components require less processing power for large volumes of concurrent usage. Additional functionality requires no additional hardware as all modules are software based.

#### Improve response times

IBM eXtreme Scale removes the need to constantly read and write to the database. Logging is optimized to reduce unnecessary database access.

#### Streamline support

Telepathy reduces single points of failure and allows faster troubleshooting through centralized error logs and reporting.

#### Deploy and integrate with ease

A single JVM image greatly simplifies deployment and reduces code complexity. The use of open standards allows Telepathy to easily communicate with any enterprise service bus or 3rd party system.

## Unparalleled performance, security and cost saving

Together with a host of industry-leading IBM products and services, the Telepathy solution is designed for any large business with an existing IBM architecture, looking to improve their contact center bottom line, service delivery and internal communications.

### Applications

Sepia Telepathy's application modules are the brains behind the solution and can be added to the environment as required. In the traditional contact center each of these functions would require manufacturer-specific hardware modules, escalating cost and complexity. In contrast, Telepathy utilizes the existing IBM infrastructure.

#### Telephony

Telepathy boasts a robust telephony communications server with a SIP stack supporting a wide range of media services that can be extended to handle almost any media format. Sepia Telepathy supports unlimited VOIP (SIP) service providers and works with all major SIP phones, soft phones and gateways.

#### Interactive Voice Response (IVR)

Create unlimited routes, play automated messages, collect caller information and provide self-service. With the Telepathy IVR module you can offer your customers the great service they expect.

#### Automatic Call Distribution (ACD)

Telepathy's ACD module ensures that calls are intelligently queued and delivered to your agents as efficiently as possible.

#### Recording

The Telepathy recording module handles all communications types for recording, archiving and retrieval.

#### Predictive Dialing

Telepathy helps maximise agent efficiency with powerful predictive dialing and outbound call rate regulation.

#### Presence Control

Ensure that communication reaches you. Presence control monitors your current location and routes the calls and

messages directly to you wherever you are.

#### IP-PBX

The IP-PBX module provides voice and video communication within your business and externally through the public telephone network or VoIP providers.

#### Computer-Telephony Integration

The CTI module makes your desktop applications communications aware. Whether you require basic interaction or complex integration, Telepathy provides a solution.

#### Telephony Configuration Service (TCS)

TCS, a standard Telepathy module, enables configuration and management of dynamic agents and queues through its powerful web-based front-end.

#### Case Management

Telepathy provides a convenient Web-based, forms driven agent portal.



### Additional Features

#### Media Server

Telepathy utilizes the latest Java standard for controlling media servers. Sepia partnered with Radisys, to take full advantage of the JSR 309 standard to simplify the development and integration of the media platform. The RadiSys Conveedia range of hardware and software media servers offer rich media support for VoIP and IMS based telecommunications.

#### Converged Media and Integration

The Telepathy software-based architecture enables almost unlimited integration with other software packages and media types. Social media, instant messaging, video and collaborative applications can all be seamlessly integrated. Telepathy can be easily configured to connect to external databases and CRM systems.

Active Directory and Outlook integration allows quicker access to all telephony features from inside mail, SharePoint and other Microsoft products.

#### Virtualisation

Telepathy's virtualized architecture enables distributed office locations. Agents can work from home or on the road as if they were at their desk in the office. With virtual agents and virtual contact centers any endpoint at any location can be treated as part of the contact center. An unlimited number of parties can be present in any call.

#### Reporting

Unlimited call logs with real-time and historical reporting are some of the features available in the integrated comprehensive statistics module. The statistics module allows reporting on any available call center metric. With agent productivity reporting, managing your call center workforce has never been simpler.

# Application Architecture

## Single installation

The Sepia Telepathy solution is a simplified single installation that can be clustered across any number of JVMs and virtual machines and scaled out as necessary if additional capacity is required.

## Smallest hardware footprint

The Telepathy hardware footprint is smaller than any other enterprise contact center providing all your required functionality off a single WebSphere cluster.

## Modular, rapid deployment

The flexibility of the solution comes from its core architectural design. Right from the outset, Telepathy was designed with the Services Oriented Architecture (SOA) framework top of mind. This

allows modular deployment coupled with unlimited extensibility and rapid deployment in new and existing contact centers.

## Technology agnostic

Adherence to industry-wide standards ensures that the solution is technology agnostic allowing access to best-of-breed components without being locked into a single vendor.

- Control Interfaces
- SIP with Media Server Markup Language (MSML 1.1)

## Core Tools & Technologies

- IBM WebSphere 7.0.0.11 + WebSphere Application Server 7.0 Feature Pack for Communications Enabled Applications
- Container Services
- Container JMS / MQ
- Container Work Manager
- Container Timer Manager
- IBM RAD 7.5 / Eclipse 3.5
- IBM DB2 9.0
- IBM WebSphere eXtreme Scale 7.10

# Technical Specification

## Versions & Specifications:

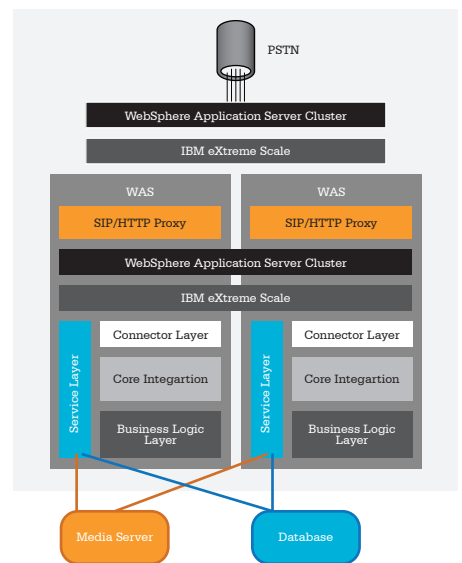
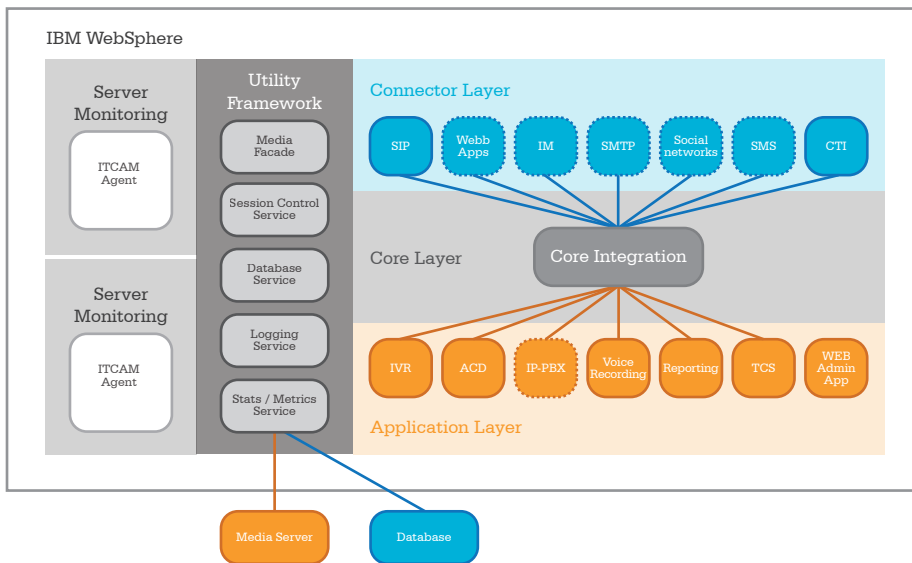
- JAVA EE 5
- EJB 3.0
- SIP 1.1 (JSR 289)

## Media Server

- RadiSys Convedia Media Server

## Services Oriented Architecture (SOA)

- SIP (JSR 289)
- Web 2.0 (XML/HTTP/SOAP Web services)



# About Sepia

Sepia Unified Communications (Pty) Ltd was founded in 2008 by Clayton Hayward together with BBD to develop an affordable, enterprise-class and software-based IP contact center solution.

BBD, South Africa's largest independent custom software development company, recognized the need to have a distinctive competence around contact center applications, a strategic focus area for its market in terms of customer service excellence.

Sepia saw a market necessity to address the spiraling operating costs of complex, multi-vendor call center environments.

With Sepia's experience in voice and enterprise quality communications, backed by the scale and technical skills depth of BBD, Telepathy for smarter communications was developed. The largest Telepathy site in production is at the South African Revenue Service.



## Feature Overview

Function	Feature	Description
Telephony	Number of Users	Scalable from 1 - 20,000 users
	Architecture	Distributed or Centralized and/or Virtualized. Endpoints can be PSTN line, soft phone, VoIP phone, mobile network, mobile SIP application or Web based.
	Redundancy	Highly available, centralized or distributed failover
	PBX	Software based IPPBX
	Audio Conferencing	Unlimited party conferences. Supervisor listen-in and whisper functionality
Applications	Interactive Voice Response (IVR)	Easily configurable, highly customizable, unlimited multilayer IVR system with authentication capability for personalized menus
	Voice recording	Unlimited, centralized, voice recording. Customizable naming conventions and auto forwarding of voicemails to email
	Predictive Dialer	Customizable predictive dialer for outbound campaigns
	Presence Server	Fully configurable presence server spanning voice calls, video calls and messaging across desktop, mobile, and virtual locations
	Automatic Call Distribution (ACD)	Intelligent call queuing and distribution. Unlimited queues, unlimited skill sets
	Simultaneous ring service	Calls can be sent simultaneously to multiple agent endpoints and via multiple networks
Converged Media	Video and IM conferencing	IPPBX, presence server and ACD for voice calls, video calls and IM
	Instant messaging	IM via web or popular messaging clients
Reporting	Open Reporting Platform	Yes
	Real-time and historical reports and dashboards	Yes
Conferencing	Concurrent Voice Conferencing Users	Unlimited
	Voice connectivity	PSTN or IP
	Meeting setup Options	Meeting setup > Microsoft Outlook
Mobility	Single number for desk phone or mobile	Yes
	Transfer active calls from desktop to mobile	Yes
	Transfer active calls on mobile between Wi-Fi and Cellular Network	Yes
	Real-time mobile supervisor reporting	Yes
Support Services	Redundancy	Yes
	Operations Support	Yes
	CTI Integration	Custom-built CTI integration
	Integration of third-party data/ connection to external databases	Yes, via partners
	IVR Creation	Full IVR creation and setup
	TDM Integration	Yes



### Contact

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