**B**LUENOTE
N E T W O R K S

# Key Benefits

**IMPROVE EMPLOYEE AND PARTNER PRODUCTIVITY** SessionSuite helps businesses achieve peak productivity by making business processes fully interactive with integrated voice and video communications.

**LEVERAGE EXISTING IT INFRASTRUCTURE AND RESOURCES** SessionSuite can be deployed like any other IT application, using standard interfaces to leverage existing authentication, authorization and directory services, as well as any application infrastructure and development resources.

**MODERNIZE EXISTING TELECOMMUNICATIONS INVESTMENT** SessionSuite can be incrementally deployed alongside existing telecommunications infrastructures to enhance and extend existing investments without operational disruptions.

**MINIMIZE DEVELOPMENT AND DEPLOYMENT COSTS** SessionSuite helps organizations shorten project cycles and minimize project costs by delivering voice as a common, reusable service that can be leveraged across multiple business processes.

**DELIVER FUTURE-PROOF UNIFIED COMMUNICATIONS FOUNDATION** SessionSuite's flexible, feature-rich interactive communication services provide the foundation to deliver innovative and forward-looking communications-enabled business applications.

# Improving Business Processes with IP Telephony-Enabled Applications
## Leveraging SessionSuite to Create an Interactive Service Oriented Architecture

The benefits of improving business processes through a service oriented architecture (SOA) are clear and compelling. According to an IDC report titled *SOA-Based Services Buying Trends: A 2006 Survey of U.S. Companies,* 41% of companies surveyed have already invested in SOA-based solutions. Another 37% plan SOA-based initiatives in the foreseeable future. And only 15% have no current plans – yet.

What is SOA and why is it now deemed such an accepted technology for improving business processes? According to AMR Research, SOA is "a standards-based approach to managing services made available by different software packages for reuse and reconfiguration." Standards make the opportunities for enhancing business processes virtually unlimited; integrating different applications or "software packages" overcomes obstacles to effective communications; and "reuse and reconfiguration" reduce the development effort involved.

There is often an essential element missing from IT and SOA applications, however: real-time voice integration to deliver communications-enabled business applications. SessionSuite® SOA Edition from BlueNote Networks fills this void by making IP telephony a reusable service in any IT or SOA application environment.

## Sample Applications

### Adding Voice to Supply Chain Automation

Supply chains benefit businesses in a variety of ways when everything is working normally. When exceptions or something out of the ordinary occurs, however, human interaction is necessary to resolve issues and allow otherwise blocked business processes to continue. Unfortunately this "out-of-band" human interaction often introduces expensive delays, frequently depends on knowledge outside of the normal work flow, and is a common source of costly mistakes.

The solution to this challenge of out-of-band communications is to make the inevitable human interaction an integral part of the business process. Automating and integrating voice communications will accelerate resolution time, reduce mistakes, and establish a full audit-trail of the interactions. With SessionSuite, adding telephony to any business process is both simple and straightforward. Using an intuitive Web services model, outbound calls can be initiated directly from the application's user interface; inbound calls can automate screen pops; and communications sessions can be interlinked with data applications.

### Empowering the CRM Call Center with Click-to-Talk

Customer relationship management (CRM) systems regularly depend on interactive voice response (IVR) systems to route calls to the appropriate representative. This proven business process delivers in-application screen notification based on caller identity, automatically linking to relevant information for that caller. Monitoring phone activity and associating it with application activity also creates an audit-trail that includes both communications and data exchanges. But most systems lack integrated voice and data correlation capabilities.

SessionSuite makes it easy to embed voice dialing in any CRM or other customer-facing application. With "click-to-talk" capabilities, contextual information – from within the application – integrates relevant data that follows the call to the appropriate party or parties. SessionSuite can also look up the phone number(s) and can conference multiple parties when needed – all automatically with a single click of the mouse.

### Enhance ERP with Interactive "Multimedia" Communications

Enterprise resource planning (ERP) is a fundamental business process that can benefit substantially with the integration of interactive multimedia communications. Examples of multimedia communications range from basic IP telephony to more sophisticated audio and video conferencing capabilities, potentially with other collaborative business applications.

SessionSuite SOA Edition combines the distributed application capabilities of enterprise SOAs with the multimedia communication functions provided by the Session Initiation Protocol (SIP) to deliver a scalable, flexible and cost-effective foundation for easily implementing these powerful interactive multimedia business applications.

## Key Features

### Utilize Existing PBX Systems and Extend their Capabilities

All organizations have made investments in voice communications, which is why SessionSuite has been designed to overlay traditional PBX infrastructures. It can complement and extend the life of existing PBX systems, expand global communications reach, and can be incrementally deployed without operational disruptions. SessionSuite interworks with any TDM or IP PBX system, supporting all popular calling features, in addition to offering numerous advanced features such as integrated voicemail and auto-attendant, multi-party conference bridging, call recording, and codec translation. These features enable organizations to seamlessly migrate to VoIP while fully leveraging previous investments in PBX and telephony equipment – and while maintaining communications with both IP and PSTN networks.

### Simplify Development Effort with Native Web Service APIs

In contrast to many computer-telephony integration (CTI) solutions, SessionSuite's APIs are at a high-level of abstraction, allowing application developers with little or no telephony experience to add voice and video communications capabilities to any business process. Using Simple Object Access Protocol (SOAP), XML, and WSDL, SessionSuite SOA Edition offers these comprehensive APIs:

- *Session Lifecycle API* for managing the lifecycle of sessions and correlating data;
- *Session Manage API* for automated administration; and
- *Session Plugin Framework* for affecting mid-call behavior.

### Seamlessly Integrate Communications with Business Processes

Network convergence based on the Internet Protocol offers enormous cost savings for organizations. Convergence also provides opportunities to improve business processes with enhanced communications, both internally and externally. With SessionSuite, enterprises can rapidly deploy applications that blend communications with business processes through standard Web service protocols and scripting languages. SessionSuite lets companies construct new, composite business processes from among existing applications using multiple Web services from a variety of sources. With a service oriented architecture, the composite applications can loosely work together, regardless of location or implementation methodology. The integration with real-time interactive voice provides a means for companies to more effectively leverage diverse internal systems and databases to communicate more efficiently with customers and business partners.