

APPLICATION NOTE - 35

Feature: Computer Telephony Integration (CTI)

Product: ETERNITY PBX Systems, NAVAN

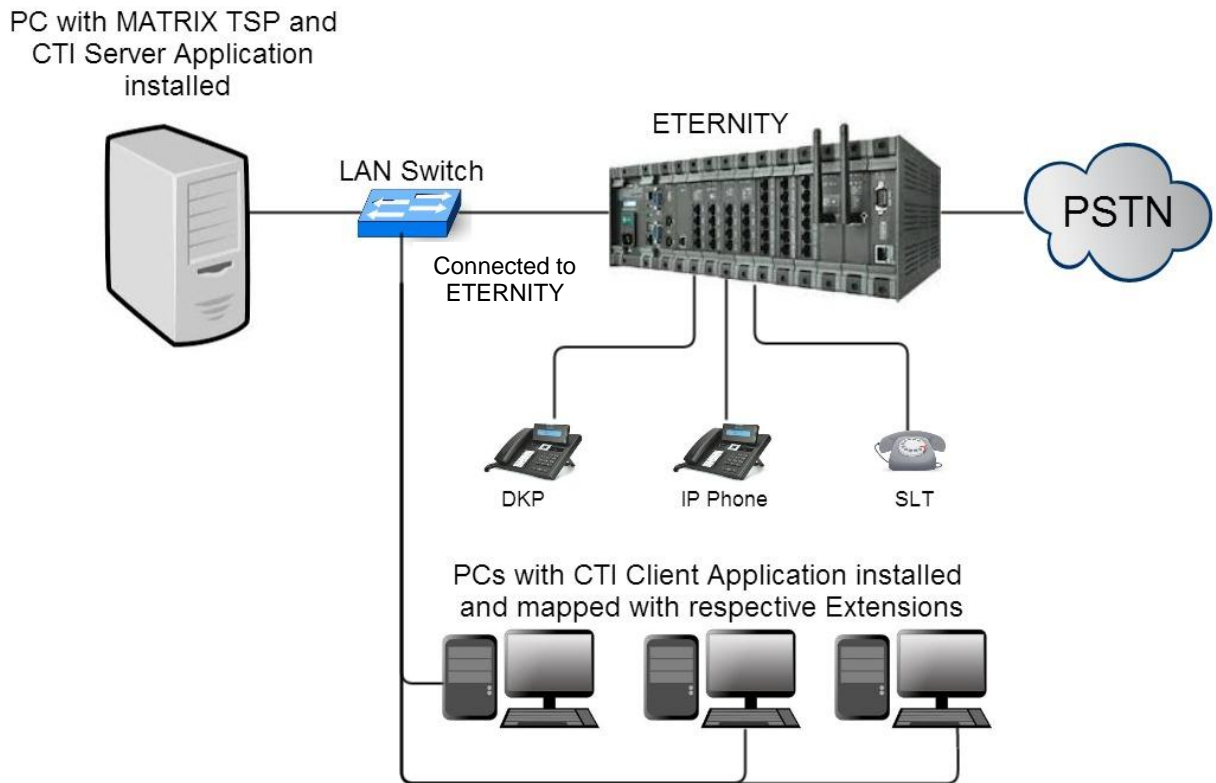
What is CTI?

Computer Telephony Integration (CTI) is a technology that was introduced with intention to manage the telephony device. The Telephony device can be any hardware connected physically or logically with the PC, e.g., PCI Slots based cards, EPABX or Desk Phones connected with PC over Serial Cable, USB Cable, over IP, etc.,. One or more third party CTI Applications installed on the PC can manage the telephony device and offer different functionalities to the users for effective Customer Service Management.

Matrix has supported CTI with ETERNITY and NAVAN CNX200 using TAPI 2.2 standard.

TAPI: Telephony Application Programming Interface is developed by Microsoft to offer CTI from MS Windows OS only.

Application Diagram



Matrix Offerings:

- Live Monitoring of all extensions and trunks
 - ✓ Called number from caller extension
 - ✓ CLI for received calls
 - ✓ Live status of extensions
 - ✓ Which number in speech
- Basic call controlling features for extensions
 - ✓ Dial number from PC on behalf of mapped extension
 - ✓ Answer call of mapped extension
 - ✓ Hold/Retrieve call
 - ✓ Transfer call
 - ✓ Conference

Note: 1. Call Controlling functionalities are not offered for Trunks, EON74, SPARSH M2S and Standard SIP Phones.

2. For SIP Extensions, the Call Controlling and Monitoring is available for the Standard SIP Phones registered on Contact Binding1 or Extended IP Phones configured on Location-1.

3. CTI license is required for above offerings.

Benefits:

- One Click Telephony
- Open for integration with third party Call Center and Contact Center Software
- Immediate access to agent's history(calls dialed, calls missed, calls answered)
- Integration with various Customer database like MS Outlook, CRM, ERP, etc. using third party CTI Applications

Target Customers:

- Call Centers
- Corporates where group of trunks shared by users
- Customer focused organization

Process

- Install Matrix TSP (i.e. Telephony driver of ETERNITY and NAVAN) on MS Windows PC that will allow to access resources of EPABX
- Install third party CTI application in PC that will act on the information extracted by TSP from EPABX using TAPI APIs
- PC with Matrix TSP and third party CTI application installed is connected over LAN switch to EPABX
- When a call is received, ETERNITY/NAVAN CNX200 will inform CTI Application about the call via TSP and CTI Application will pop-up the call information for the mapped extension on PC
- Incoming call of mapped extension can be answered from computer
- Similarly outgoing calls can be dialed from computer on behalf of mapped extension
- Speech will be done through extensions only

Release	29-July-2014
Product Name	ETERNITY Range, NAVAN
Software Version	ETERNITY V12R3 Onwards