

Interaction Process Automation™



A completely new way
to automate business processes

**Solutions for
Business Process
Automation**



Process automation that provides real benefits... finally

When you automate business processes with a unified solution – from beginning to end to minimize latency and human error – the return on your investment is far more measurable.

Improve processes, improve your business

Interactive Intelligence sees business process automation as an end-to-end course of action. It's the same thinking we put into developing our unified all-in-one communications platform – to automate multichannel interaction processes so businesses manage them more effectively throughout their contact center and enterprise.

The Interaction Process Automation (IPA) application gives you the same control over your business processes.

As it automates, IPA increases efficiencies and reduces the time involved in a given process. It cuts costs by requiring fewer employees, by eliminating process latency and by reducing human error.

Total visibility. With IPA you keep track of work throughout your organization: people, skills, qualifications, availability, resources, and progress. You optimize processes by automatically prioritizing and routing work to qualified, available workers for completion as scheduled. No matter which department or office location they're in, IPA knows who and where those people are and delivers the work to them.

No more inefficiency and human error. Well-mapped processes improve any business. Using IPA, you define all information to be captured and tracked for a process and create views to display work items. Then you visually model the entire process flow by laying out each task and action, and monitoring every step. By standardizing methods with IPA, you do away with costly programming and lengthy development cycles as well as inefficiency and human error, making your timeline to ROI much faster.

A completely new approach to business process automation

Legacy process management suites have familiar problems. They're expensive, complicated, and isolated. The IPA solution overcomes those drawbacks by leveraging communications technologies and practices proven in contact centers for more than a decade:

- **Contact center-style queuing and routing** are used for accurate and flexible prioritization and distribution of process work.
- **Enterprise presence** becomes "process presence," indicating availability for a work assignment and speeding processing time.
- **Automated escalation functionality** ensures that service level goals are met.
- **Recording** becomes an essential part of compliance for business processes.
- **Real-time monitoring** provides management visibility into every step of the work process.
- **End-to-end reporting** delivers the ability to manage and measure each process attribute.
- **VoIP** provides complete location-independence, enabling employees to participate in businesses processes from anywhere in the world.

Why Interaction Process Automation is better

Interaction Process Automation (IPA) provides a unified platform to track work, people and resources, allowing businesses to automate processes more comprehensively than with any other solution.

The difference starts with the design

A solution is only as good as the foundation that supports it. IPA runs on a platform that understands communications and process automation alike, allowing IPA to continually evaluate the availability of people and resources as well as work. That way, your business minimizes human latency by “pushing” work to qualified workers who are readily available, including across dispersed office locations. IPA then monitors processes on a continuous basis and automatically reprioritizes work based on changing resource availability.

Because other process automation solutions don’t detect idle resources and essentially wait for someone to “pull” a new piece of work from a projects list, human latency often goes undetected. Such dormancy not only limits an organization’s capacity, it increases the cost of doing business.

Connected and intelligent

IPA is fully communications-aware, allowing you to prioritize, route, escalate and track work throughout any process. Processes can involve employees along with customers, vendors and partners. And unlike other products that force you to keep data siloed and separated, IPA connects to your enterprise applications to automate processes in conjunction with CRM packages, financial management applications, databases and other back-end business systems. With IPA, you bring the whole picture together to orchestrate business processes across people and systems alike.

A truly unique solution

Traditional process management systems are complex and typically require extensive customization and on-site programmers to modify and maintain them. IPA takes a different approach. Without sacrificing functionality, IPA uses a simple process-flow definition and graphical interface to speed design, deployment, and the modification of automated business processes. Lower overall costs are virtually automatic, as is a quicker return on investment.

No boundaries

IPA combines communications, process management and end-to-end automation for practically any business process. The benefits are wide-ranging and measurable. Processes that are far more efficient than their manual counterparts. More effective work flows and data sharing. Greater productivity in your contact center, enterprise, branch offices, with fewer required resources and fewer errors. Stronger connection to partners and vendors. And reduced costs that lead to a quantifiable ROI for unified communications.

IPA’s simple process-flow definition and graphical interface environment lead to quicker process design, deployment and modification, along with lower overall costs and no loss of functionality.

The IPA application is also an inherent part of your contact center/enterprise communications system, which traditional process management systems lack.

Communications-based process automation from beginning to end

Intuitive design environment

- Define information schema
- Design user interface forms
- Lay out process flow
- Specify detailed process logic

Service-oriented architecture (SOA)

- Easy access to web services
- Event-driven software bus acts as backbone of information flow

Orchestration engine

- Manage entire automation process
 - Push process object along defined process flow from step to step
 - Execute logic specified in each step

Presentation framework

- Incorporate designed user interface forms into end-user environments
 - Windows®-based PCs
 - Mobile devices
 - Web pages
- Pop other applications, exchange information with them

Real-time monitoring interface

- Total visibility for supervisors through every step of every process

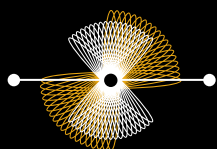
End-to-end reporting

- Measure employee performance
- Custom reports capability
 - All process data available in open SQL database

Best practices: Processes consulting

Mapping a business process before automating it is essential to making it successful. Consulting services from Interactive Intelligence help your organization assess existing processes, identify opportunities for improvement, conduct ROI analysis, and redesign processes for automation.

We work with you to establish automation goals based on CBPA best practices, to ensure that every process you automate benefits your business and its customers.



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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