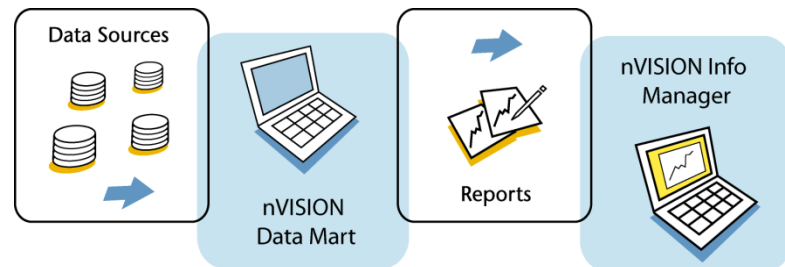


The nVISION Data Mart:
a centralized data repository optimized for reporting and analysis of all relevant contact center data for better performance management.



The Business Case: Lower Costs, Improve Efficiencies and Increase Revenues

The nVISION Data Mart provides significant business advantages and return on investment. With all critical contact center data consolidated and optimized from various systems into a single nVISION Data Mart foundation, the quality of information and ease of access is dramatically improved, resulting in lowered costs, improved efficiencies and revenue — and substantial ROI.

➤ **Better efficiency and productivity lowers costs.**

The nVISION Data Mart saves costs by reducing or eliminating time and resources needed to support current labor-intensive reporting and analysis efforts. Manually extracting data from different sources and sites, storing information in temporary databases or spreadsheets, and cobbling together data to establish relationships or base performance measure are entirely eliminated. The time needed to find and access information is reduced. Report generation and key performance metric delivery is streamlined and more accurate with a single, centralized data source. And agent staffing levels will be minimized based on accurate knowledge of historical call load and service level information.

➤ **Happier customers buy more.**

Increased revenues are achieved by improving customer satisfaction levels. The nVISION data mart enables managers to access information they need to measure agent and operational performance, link performance to customer service metrics, enhance productivity, and increase revenue through improved response times. Agent satisfaction is improved by making it easier for individuals to access and leverage relevant information, leading to improved customer service.

➤ **Superior marketing and products sell more.**

With the ability to correlate relevant data from different systems, marketing campaign results can be more easily measured and improved in order to maximize their effectiveness and revenue generation. Additionally, with the ability to analyze the number, contact channel, and duration of support interactions, management can identify products with quality issues in order improve product quality — and increase revenue.

Requirements for Symmetrics nVISION Data Mart Server:

Hardware

- 500-MHz Intel Pentium III Xeon dual or quad processor, or better
- 2 GB of RAM (4–6 GB recommended)
- Free disk space (amount depends on number and type of sources)

Software

- OS: Windows 2000 Server or later; Linux
- RDBMS: Microsoft SQL Server 2005 or 2008; Oracle, MySQL, Sybase and others (MS SQL Server may be required in certain situations)
- Optional: Symmetrics nVISION Reports and/or nVISION Info Manager



Symmetrics Contact Coordinates:

✉ info@symmetrics.com

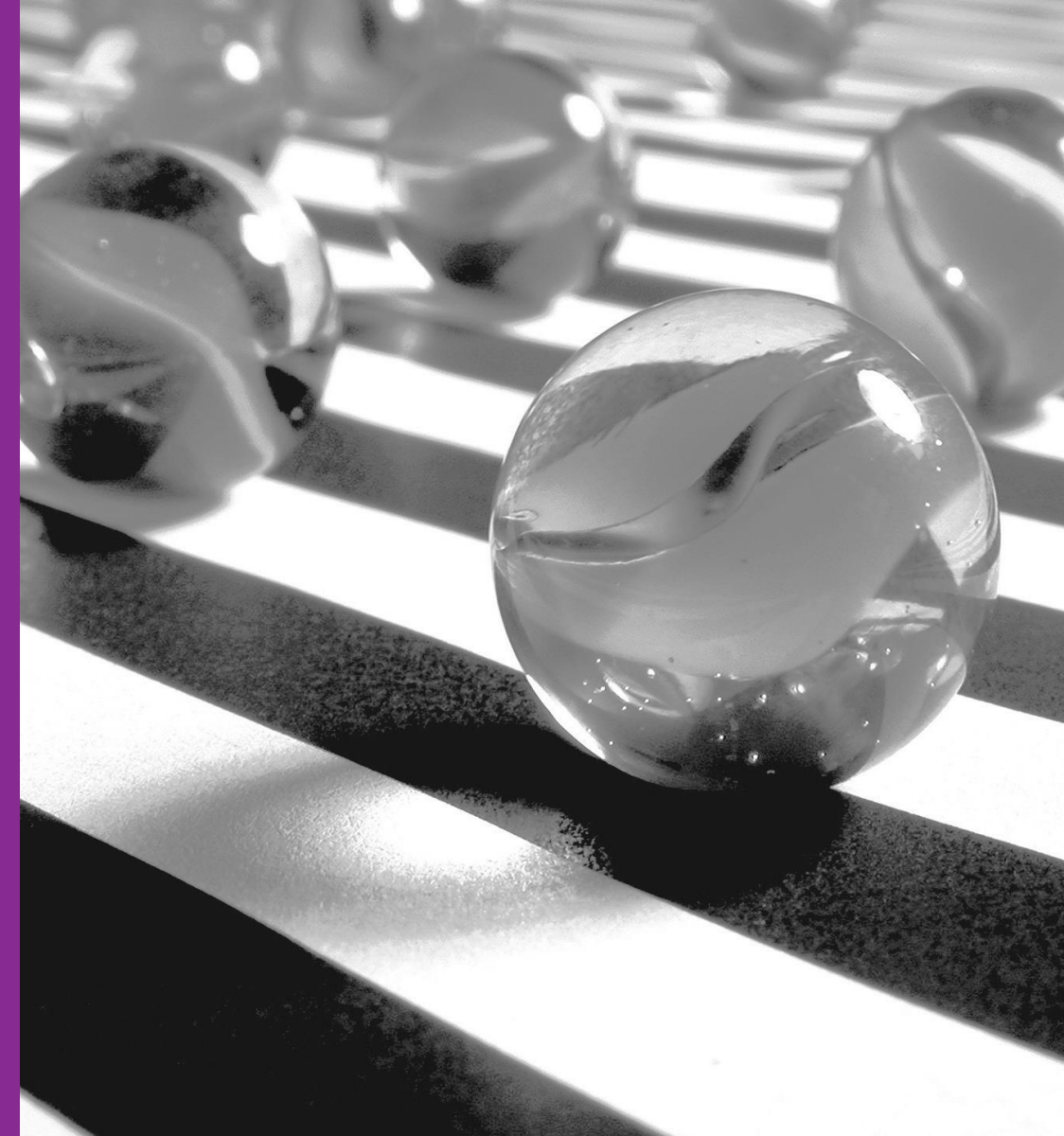
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Your Foundation for Reporting, Analysis and Performance Management in the Contact Center

At the heart of Symmetrics' performance management architecture is nVISION Data Mart, a central repository that automatically extracts data from multiple contact center systems and applications to provide a single, optimized data store for reporting and analysis.

Data Consolidation and Optimization for the Contact Center

The Symmetrics nVISION Data Mart – a core component of Symmetrics’ nVISION Contact Center Performance Management Suite – provides the critical foundation for all reporting, analysis and performance management in your contact center.



The nVISION Data Mart is a core component of Symmetrics’ nVISION Contact Center Performance Management Suite, a complete business intelligence platform for reporting and analysis in modern contact centers.

Insight derived from contact center operations and transactions — whether generated by phone, web, fax, web chat or e-mail — is critical to achieving optimal customer satisfaction. Symmetrics’ nVISION Data Mart automatically retrieves, centralizes and optimizes data from one or more multi-channel contact center sites and data sources, delivering both an enterprise-level view of contact center operations and the granular details required to run day-to-day operations. Consolidated, centralized data means disparate contact centers, communication channels and data sources can be viewed as one virtual contact center. This global view helps you increase the efficiency of contact center operations, personalize customer interactions, and increase business profitability.

- **Consolidate** and analyze data to gain insight from distributed, multi-channel contact centers
- **View** the performance of all contact center operations across your entire enterprise
- **Integrate** data from one or many data sources
- **Leverage** pre-built data models, extraction routines and transformation processes, available for many systems including *Nortel CCMS, Avaya CMS* and others.

A Flexible Architecture for Data Consolidation, Optimization and Analysis

The nVISION Data Mart architecture encompasses Symmetrics’ vast domain knowledge of both business intelligence technology and contact center operational requirements, and uses best-practice data mart design methodology. The solution incorporates key functional areas needed to extract, transform, consolidate and integrate any contact center data source.

Get the BIG Picture: Integrate ALL Relevant Data Into a Single Data Foundation

Any contact center application or data source can be integrated into the nVISION Data mart through pre-built data adapters and storage schemas, or can be custom-integrated by Symmetrics professional services. Whether you have just a single ACD operation or a complex, multi-vendor/multi-system environment, the nVISION Data Mart can bring the necessary data together so that you can report, analyze, manage and perform better. Integrate data from any system, including:

- ACD
- Workforce Management
- IVR
- Quality Monitoring
- Web/Email/Chat Interaction
- Help Desk/Service Ticketing
- CTI or any other contact center applications
- CRM, ERP or any other enterprise systems

Out-of-the-Box Integration with Leading Contact Center Systems

The nVISION Data Mart has pre-built, ready-to-deploy integration support for many leading contact center applications, so you can be up and running and getting the insight from your data in minimal time — and for maximum ROI. Out-of-the-box support is available for the following:

- **Avaya:** Avaya CMS, Avaya Aura, Avaya NES Contact Center
- **Cisco:** Cisco Unified Contact Center
- **Nortel:** Contact Center Manager Server; Contact Center Multi-Media; MPS (IVR); Call Pilot; OTM/Telephony Manager
- **Siemens:** Siemens OpenScape/HiPath (Enterprise & Agile Editions)
- **Others:** IEX TotalView WFM; Verint Impact 360 WFM; Oracle Contact Center Anywhere, Aspect eWFM, and more.

Extensible and Customizable Architecture

nVISION Data Mart’s unique *Core Component Design* and *Process Engine Platform* extends the reach of your reporting and analysis to include any data from any call center system, application, or service. Key components include:

- **Data Adapters:** Out-of-the-box or custom-built processes that automatically connect to the data sources and extract relevant data
- **Data Store:** Stores, organizes, consolidates and manages all extracted data for a consistent representation of all relevant contact center information
- **Business Rules & Transformation Engine:** Logic and processes to optimize data for reporting and analytic purposes
- **Abstraction & Meta Data Layer:** Aggregated, optimized and normalized data schema for consolidated roll-ups and data definition/mapping information
- **OLAP Cube & KPI Libraries:** Data organizations to facilitate multi-dimensional analysis and pre-calculated collections of common

