



Customer experience was viewed as a competitive differentiator by 85% of respondents in a recent Deloitte Global Contact Center survey. CDC Software has designed and developed a service that enables a positive customer experience by greatly reducing the time, effort, and expense required to implement computer telephony integration (CTI) for customers.

With the contact center as a focus, where the phone continues as the most widely used channel, CDC's platform was built with industry standard technology and a highly configurable and flexible architecture to address changing customer needs.

This service provides the best vendor independent packaged software integration capability across telephony and customer relationship management (CRM) systems. It also provides the ability to integrate with general business systems, databases, directories and web services.

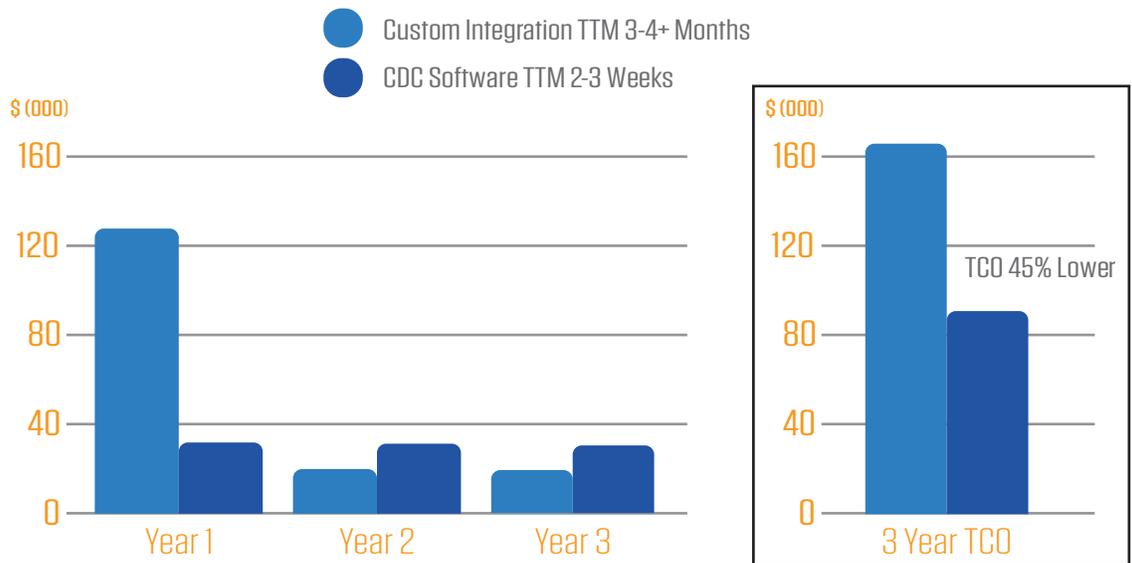
CDC's Software as a Service (SaaS) solution can be implemented in a cloud, premise, or hybrid environment. Subscription based pricing with no upfront capital outlay provides an attractive entry point for mid-market and enterprise customers.

### Creating Customer Value

Integrating telephony systems such as Cisco, Avaya, and Asterisk to CRM systems like Zendesk, Salesforce, and Freshdesk has historically required sophisticated custom software developed by highly skilled consultants at significant cost and lengthy implementation times. Customers frequently forego desired telephony integrations since they are often cost prohibitive. Having participated in the telephony integration field for many years, CDC's leadership realized that creating a vendor independent integration platform would greatly reduce time, effort, and expense of implementing custom telephony to CRM integrations.

In addition, the freedom for customers to select different telephony and/or CRM systems was highly attractive. Overall the total cost of ownership for CDC is nearly 50% less expensive and the implementation time is much quicker, taking weeks compared to several months for custom telephony and CRM integrations.

### Significant value in Total Cost of Ownership (TCO) and quick Time to Market (TTM)



## Reliable Platform Technology

CDC Software designed and developed a highly reliable platform using a unique and advanced software architectural approach. Although built upon industry standard technologies, the CDC platform stands alone in its versatility and flexibility with the focus of its design to connect to any system's API, and through configuration, rapidly support customers' business requirements. At the heart of the platform there is an event broker engine that manages connectors creating a dynamic service oriented architecture, whose behavior is defined by a customer specific configuration. The platform is comprised of numerous components called connectors that can be added or removed as needed for a customers' environment.

This enables customers to easily change telephony and/or CRM products and vendors without requiring expensive and time consuming custom software development. The real strength of CDC Software is the ability to easily connect vendor and customer systems to provide robust and effective integrated solutions.

### Five major steps in a platform event:

- 1) Incoming call captured by contact center telephony switch;
- 2) Call data interfaces with CDC platform;
- 3) Call data is stored and additional data is retrieved from a database;
- 4) A trouble ticket is created by the CRM system while the platform sends the call data to the agent taking the call;
- 5) The agent gets a screen pop and answers the call already knowing the customer, the customers' sales and service history, and the reason for the call.



## Target Markets

With 85% of businesses today acknowledging that providing a great customer experience is a competitive advantage, CDC's enabling technology has a direct positive impact. Any business that processes phone calls is a potential customer, but those customers that need telephony and CRM integration and currently have disparate and/or proprietary systems, are CDC's primary focus.

CDC Software has truly changed the way businesses handle traditionally complex system integrations, making it easy to do business, while having a positive impact on the customer experience.

Many insourced and outsourced contact centers fit this scenario, and are the primary target for CDC's capabilities. Now CTI can be provided in a highly scalable cloud environment as a subscription based service, eliminating the need for expensive and time consuming custom integrations. As a result, CDC makes CTI available and affordable to mid-market and enterprise customers that in the past could not afford custom solutions. CDC comes with cloud economic advantages short-cutting the development process providing several advantages:

- Lower total cost of ownership with no upfront capital expense
- Quicker time to market and value reduced from months to weeks or days
- Highly reliable with CDC managing the integration and ongoing technology updates
- Scalable to an unlimited number of end users and configurable to meet customer requirements