

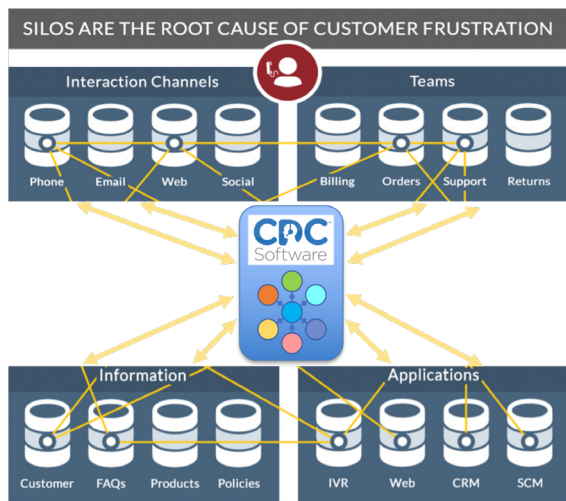


CDC Software Technical Overview

CDC Software's highly configurable vendor agnostic iPaaS platform, allows businesses to connect their siloed data and systems seamlessly and in real-time. While competitors build custom integrations that are slower, code-intensive and more expensive, CDC's platform features a flexible and scalable architecture, and a rules-based engine for rapid no-code onboarding of any future ecosystem members. CDC works with partners like Zendesk, Freshworks, and Microsoft to create the compatibility their customers demand, but for competitive reasons will likely never build themselves. The iPaaS platform can be installed in public or private clouds, on-premises, or as a hybrid version.

Highlights

- Contact center systems integration leader serving fortune 500 companies across the globe
- Vendor-agnostic cloud-based SaaS iPaaS platform
- Nearly 100 pre-built and custom Telephony, Data, CRM, other contact center connectors



Platform Description

CDC Software's proven, highly configurable iPaaS CX platform, with nearly 100 CRM, telephony, data, communication channel and other connectors was developed with a robust, flexible rules-based architecture. This enables quick deployment and automatic interoperability among all other preexisting and future connectors. A new connector can be added within weeks, which will then fully function with all other CDC connectors, without any coding changes. CDC's platform possesses the flexibility and scalability of a custom integration but with a cloud-based solution's speed to market and cost-effectiveness. The company also offers implementation and professional services for customization in complex environments and ongoing support. CDC's processes and platform are designed to integrate with various other platforms seamlessly with cloud, premise or hybrid models.

CORE PLATFORM COMPONENTS

Engine: Ties all the connectors together

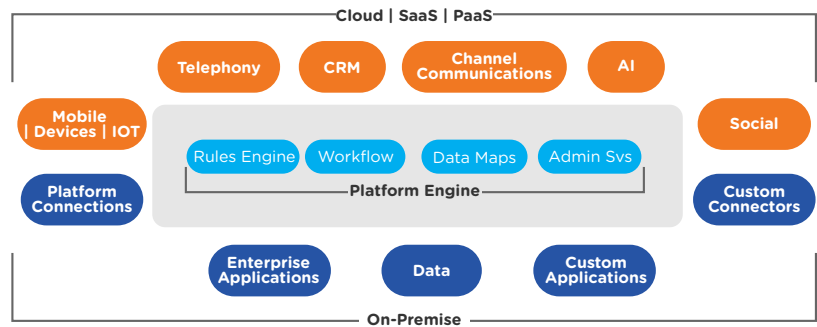
Workflow: Controls the complete behavior of the integration, deciding what event from one system triggers an event in another

Data Mapping: Defines how data from one system or service gets mapped to another

Rules: Defines the conditions that are applied to control when an event or service is processed

Connectors: Provides the API linkage to systems, databases, applications—almost anything

CDC's iPaaS CX Platform



Features That Power the Connected Contact Center

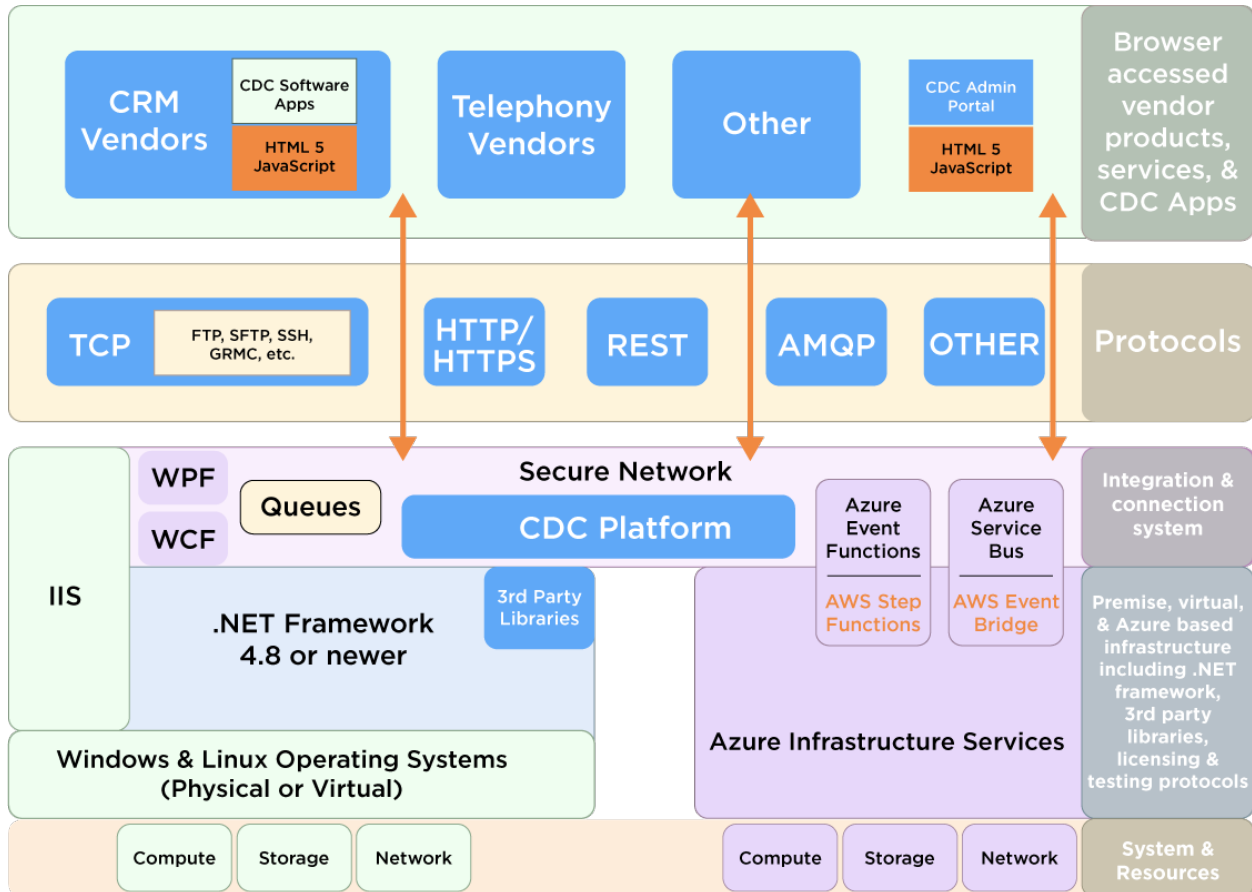
- Screen-pop - pulls data from telephony and data systems to create and display information to agent in real-time
- AI integration
- Real time call status
- Real time agent status
- Softphone control within CRM application
- Click2Call - within CRM application
- Call recording integration
- Transcription integration
- Voice mail integration
- Call metrics integration
- Custom system integration connectors
- Data Lake / Warehouse integration
- Jobs engine - provide synchronization between products and other systems, databases, web services, etc.

Common Use Cases That Provide CX Improvements

- CRM / Telephony integration including ability to support multiple telephony systems and multiple CRMs simultaneously.
- IVR / Voice Portal Integration. Act as an integration layer to CRM's, Telephony Systems, Data Repositories, AI systems to support IVR self-service features, IVR data needs, and caller predictive analysis.
- Agent State Management across voice, chat, email, etc. channels.
- Full automation including ability to track calls in IVR, queue, or even abandon and missed calls.
- Voicemail and Call recording integration supported with transcription and/or audio integration included within the CRM or with the ability to include in AI and KPI systems. Ability to add additional metadata to call recording systems from other connected systems.
- CDC Platform can be leveraged as the common / normalized source of events and data across telephony and contact center systems to support a customer's developed applications. (e.g. A customer can develop their own application that requires integration to telephony, eliminating the need to interact with multiple telephony APIs).

Technology Driving CDC's iPaaS Platform

CDC Software's highly configurable and scalable vendor agnostic platform runs on a 4.8 or newer .NET framework. This can be either a windows or linux, physical or virtual machine. Optionally, Azure's Infrastructure Services can also be used to house and run the CDC Platform via Azure App Services, Azure SQL, & CloudAMQP. Depending on the customer's environment, data can be transferred between elements via TCP (GRMC, FTP, SFTP, SSH, etc), HTTP/HTTPS, REST APIs, Advanced Message Queuing Protocol (AMQP), etc.



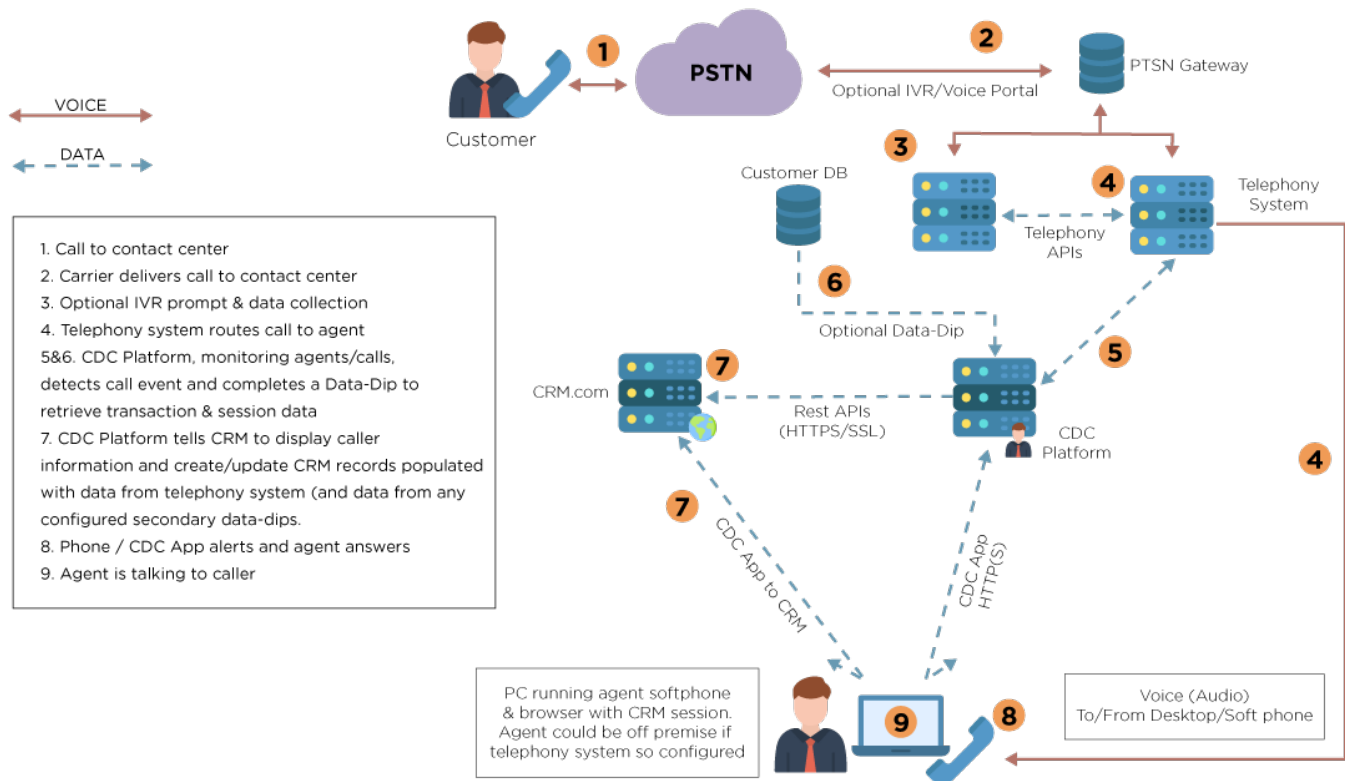
Architecture

The voice path always stays between the telephony and the agent's desktop or softphone, just as it is prior to integration and does not traverse CDC's platform. Also, the agent has the choice to answer a call from their desktop/softphone, or from within the CRM/CDC app. Both are always in sync and will force an agent screen pop with matching records.

The CDC Platform may reside on the customer premise or either in CDC's cloud (Azure) or the customer's cloud. The platform runs on a Windows server (2016 or newer) based OS.

With a Premise deployment, the CDC Platform resides on a customer maintained virtual machine located on the customer premise. The PBX can either be on premise or in the cloud. This design is preferred for certain PBXs that have minimal security within the telephony system.

CDC's Cloud deployment uses Microsoft's Azure cloud. This design is appealing in that CDC Software has 24x7 access and makes it transparent for implementation, support, etc. When a customer has multiple, separate CRM environments with one telephony/PBX, there can be a single instance of the CDC Platform that supports all offices/locations. Similarly, when a Customer has multiple and separate telephony systems at each location, with one CRM environment, there can be a single instance of the CDC Platform that supports all offices/locations, with each site having a node, communicating back to the host site.



Summary

CDC Software's flexible, scalable, vendor agnostic no-code iPaaS solution unites multiple siloed contact center systems for mission-critical CX and productivity transformation. Global customers of all sizes in 40+ countries rely on CDC's nearly 100 pre-built proprietary connectors to seamlessly shift data between multiple CRM, marketing, e-commerce, telephony and other systems.

Isn't it time your contact center technologies worked together seamlessly to deliver the ultimate CX? With CDC Software's iPaaS, it's possible.