



## Powerful Middleware for the Real-time Contact Center

*Provide real-time awareness through infrastructure integration*

Effectively managing today's fast-paced contact center requires instant visibility into performance and operational issues. But the necessary information is often fragmented across multiple systems and sites. Inova LightLink™ pulls it all together, delivering real-time metrics that are vital to the operation of your contact center using presentation options ranging from wallboards to dashboards. Generating this instant awareness drives informed action that results in greater productivity and enhanced customer service.

Inova LightLink is powerful middleware for the contact center that provides a real-time infrastructure for capturing and communicating information. It links into the systems already running in your centers, such as your ACD, workforce management system and internal databases, and extracts just the data required to feed your key metrics. Inova LightLink funnels the sea of data generated by your various systems into information that is focused, relevant and actionable.

### Guiding Actions Through Alerts and Messages

Enhancing Inova LightLink's integration capabilities are advanced alerting and messaging features that visually call attention to significant events like a drop in service level, and automatically provide agents with instruction on how to respond. For example, using LightLink Message Editor, you can create a message that shows only when call volume spikes above a pre-determined threshold, and instructs agents to cease all non-call work. Depending on the outputs you've chosen, the message can appear on group level displays like LED wallboards, agent desktops, or both. Ad-hoc messages can also be sent instantly, providing a perfect tool for informing individuals or agent groups about unexpected occurrences such as a system outage.

### Giving Power to the People

To receive the maximum benefit of a real-time visual reporting system, everyday users like managers and

supervisors need the ability to change metrics and messaging on-the-fly. Inova LightLink makes this easy to do, while limiting user privileges to their areas of responsibility (supervisors can't overwrite each other) and protecting against unauthorized system access. Inova LightLink has built-in security that enables system administrators to assign rights and privileges to individuals and user groups. Security profiles are tied to Windows-based logins and Microsoft® Active Directory®, allowing for efficient management across the enterprise. And, with LightLink's distributed model, configuration, administration, and monitoring are fully network-enabled. Inova's built-in security model also makes it easy for IT to securely administer LightLink from anywhere on the network.

### Better Technology... Better Performance

With a distributed component architecture, Inova LightLink provides superior scalability and reliability over competing solutions. Unbound from the performance limitations of the client/server model, Inova LightLink is split into components that can be spread across servers for load balancing. Distributing the system components also allows independent local operation when remote servers are offline. Additionally, Inova

LightLink follows a publish/subscribe model, which requires only one connection to each back-end system being monitored, rather than the multiple connections required by point-to-point solutions. This lowers integration costs, makes system maintenance easier and lessens the impact of multiple connections on any given system. The publish/subscribe model also offers one-to-many communication, making extremely efficient use of network bandwidth when delivering data across the enterprise.

### System Outputs

Inova LightLink is able to easily link with several output programs, making your day-to-day life easier. These programs include:

- Digital signage by Four Winds Interactive
- Inova Performance Tracker® web dashboards
- Inova Desktop Presenter® computer applications
- Inova OnTrack® LED displays

LightLink is the perfect middleware solution for integrating data systems and enhancing both contact center management and agent performance.

### Seamless Integration

Inova LightLink offers integration adapters to Cisco, Avaya/Nortel, Genesys, GMT, Interactive Intelligence, and many others. An open architecture allows integration with unique and proprietary applications through XML, RSS feeds and ODBC connections.



1.866.686.8774 | [www.inovasolutions.com](http://www.inovasolutions.com) | [info@inovasolutions.com](mailto:info@inovasolutions.com)