

SV8100 - Open Interfaces

Pre-Sales Support
UNIVERGE SV8100
Release 4

Doc. Version 4.00

Topics

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 - What is CTI
 - Call Control: 1st and 3rd party
 - NEC CTI Offering
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 - NEC Platform TSP
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- Hotel/Motel PMS
- SMDR

CTI

What is CTI?

Computer Telephony Integration, also called computer—telephone integration or CTI, is technology that allows interactions on a telephone and a computer to be integrated or coordinated

The following functions can be implemented using CTI:

- Call information display (e.g. caller's number)
- Automatic dialing and computer controlled dialing (e.g. click to dial)
- Phone control (answer, hang up, transfer, forward, hold, conference, etc.)
- Coordinated phone and data transfers between two parties (i.e. pass on the Screen pop with the call)

Two forms of CTI

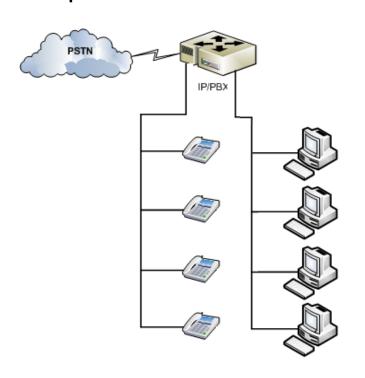
- 1st Party Call Control
- 3rd party Call control



First Party vs. Third Party Call Control CTI

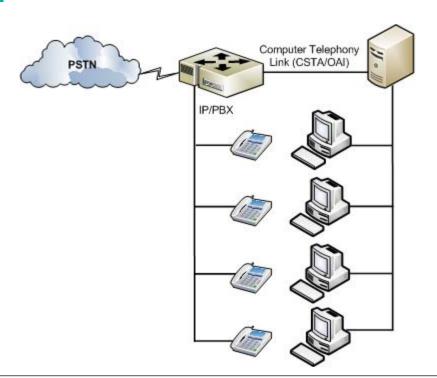
1st Party

- User PC connects directly to the SV8100
- Individual user controls telephone call



3rd Party

- Network server acts as "home base"
- PC talks to the CTI server
- Server controls the switch
- Logical link between PC and phone



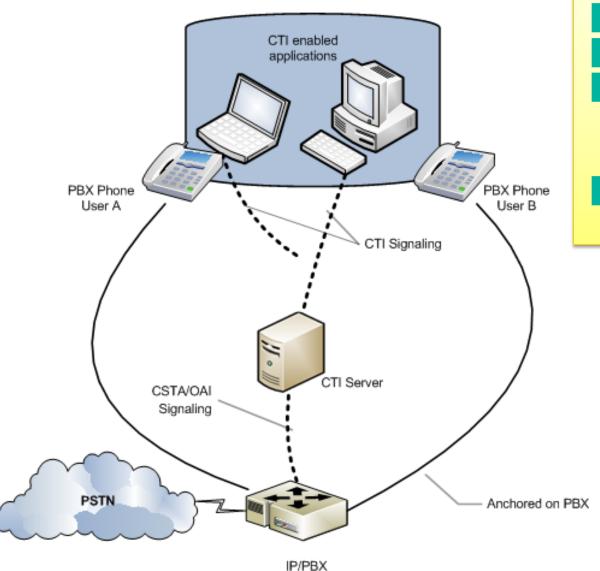
NEC CTI Offering

- CTI Software Development Kit
 - For 3rd party software development
 - Rich interface
 - Excellent developers manuals including source code samples
- SV8100 TAPI Service Provider (TSP)
 - For using TAPI enabled applications
 e.g. dialing from Outlook and call pop-ups with Outlook info
 - 1st party CTI (Tapi 1.4)
 - 3rd party CTI (Tapi 2.1)
 - Windows 7 (32 & 64 bit)
 - Windws Server 2008 R2



Software Development Kit (SDK)

CTI

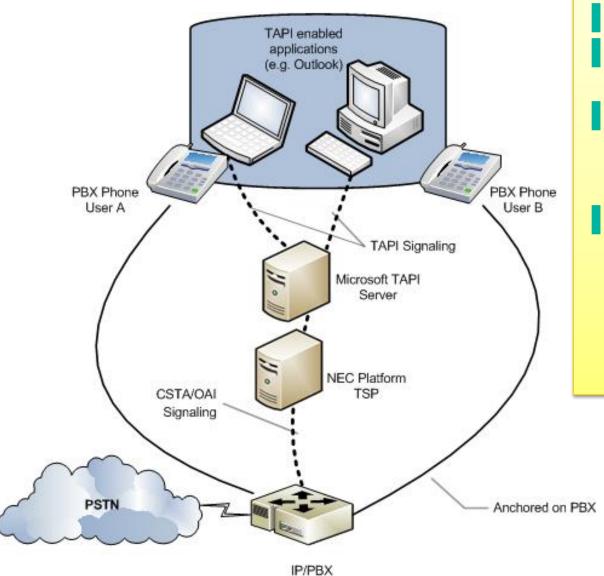


- 3rd party call control
- Win API (C++)
- Licensed:
 - In SV8100
 - In CTI server
- Included in BusinessNet Software Database

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SV8100 TSP

CTI



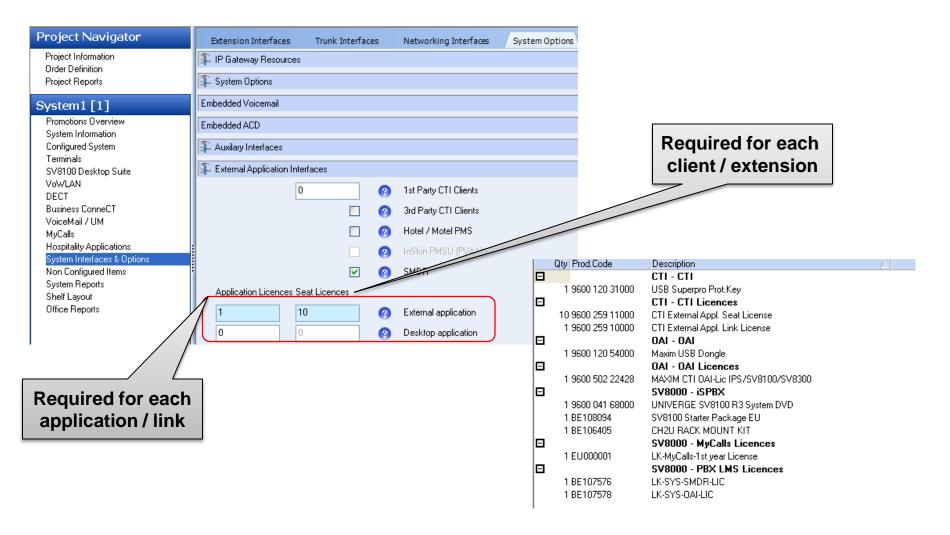
- 3rd party call control
- Application 'talks' to Microsoft TAPI
- Licensed:
 - In SV8100
 - In CTI server
- TSP
 - in BusinessNet Software Database
 - SV8100 Technical DVD

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CTI SDK Ordering

CTI

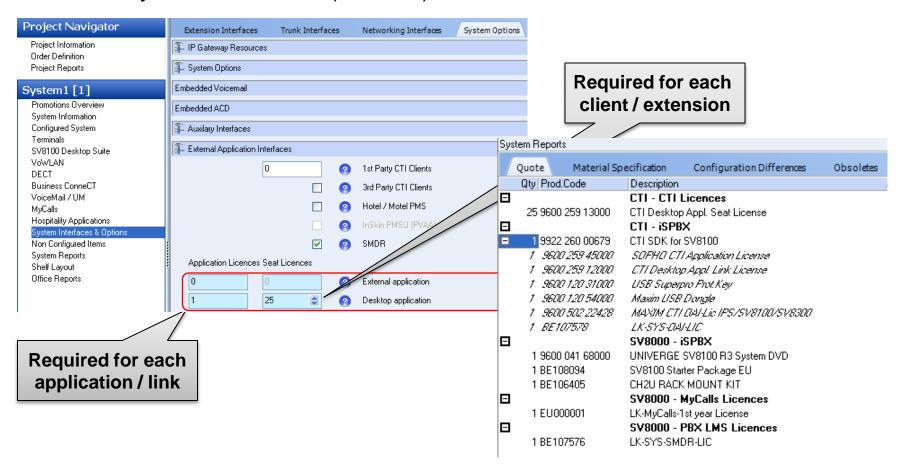
External application licenses: for Non-certified solutions



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CTI SDK Ordering

- **Desktop** application licenses: for <u>Certified</u> solutions (e.g. Miralix)
 - Very attractively priced (~ third of the 'external app' price)
 - Easy article structure (bundled)

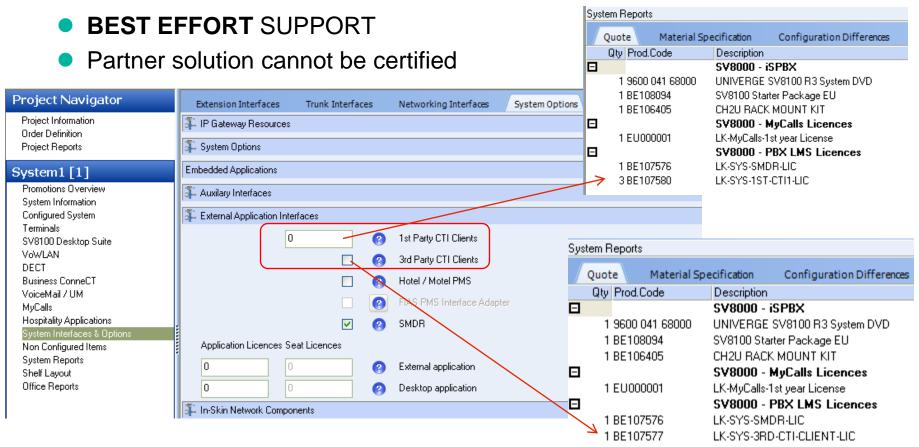


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SV8100 TAPI interface Ordering

CTI

- SV8100 itself also offers 1st and 3rd party CTI client interface
 - Internal license (no additional software needed)
 - Use NEC TSP



Support CTI

Problems on the CTI SDK and the NEC Platform TSP can be reported using the NEC Support Desk

- NEC Platform TSP: Best Effort support
- Partners developing a solution using the CTI SDK can get **paid**Development support

Certification

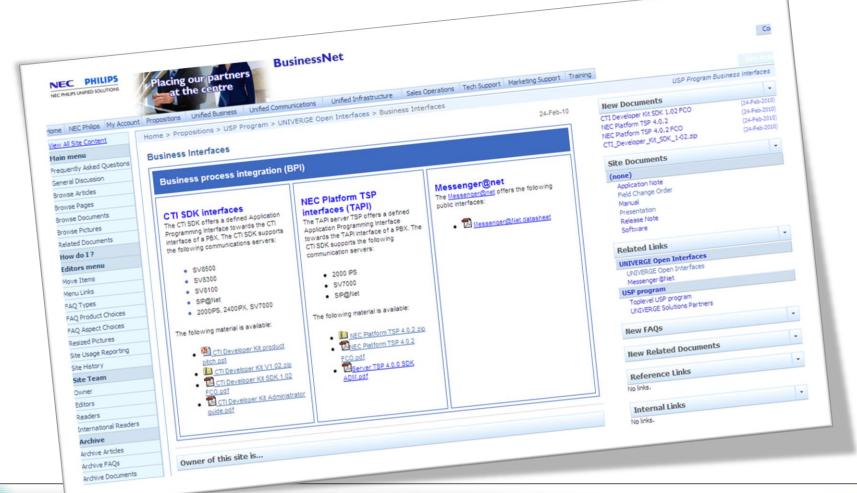
Partners can get their solution based on the CTI SDK certified by applying using the USP pages on BusinessNet

- After certification, the partner can apply to use and purchase the discounted Desktop Application licenses
- Certification cost depends on the partner solution and is calculated on a case by case basis
- SV8100 1st and 3rd party CTI client interface
 - Partner solution can Not be certified

BusinessNet

CTI

http://businessnet.nec-philips.com/Propositions/ USPprogram/UnivergeOpenInterfaces/UnifiedBusinessPartners/



Empowered by Innovation

