



Partnership Profile:

Genesys Aria Solutions

World-Class
Contact Center
Solutions

Transform Your Contact Center

Genesys and Aria help businesses develop dynamic contact centers that provide excellent customer service and high agent productivity.

One of the biggest challenges businesses face today is meeting the ever-increasing expectations of customers. Genesys and Aria focus 100% on software solutions to manage customer interactions over the phone, Web and in e-mail. The joint offering provides maximum value through industry-leading Customer Interaction Management (CIM) software from Genesys, and expert implementation and 24x7 support services from Aria.

Aria provides advanced technology products and services to build world-class contact centers based on the Genesys platform.

Highlights of Aria's expertise include:

- Over 500 projects in companies of all sizes and in all industries
- Most experienced partner in the Genesys CIM industry
- Expert integration skills for all Genesys applications
- Prepackaged software applications that augment Genesys' solutions
- Gold Certified Genesys Partner
- One of the largest subcontractors to Genesys Professional Services
- OEM developer of Genesys Gplus Adapters for IEX TotalView and Aspect eWFM software
- Genesys Developer of the Year award



The Genesys software suite dynamically connects customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use resources. Highlights of Genesys' industry leadership include:

- Direct more than 100 million customer interactions every day at more than 4,000 companies and government agencies in 80 countries
- Genesys has placed in the Leaders Quadrant of Gartner's Magic Quadrant for Contact Center Infrastructure every year since 2002
- Genesys was selected as the 2007 "Contact Center Applications Vendor of the Year" in Asia Pacific by Frost & Sullivan
- Genesys was awarded Frost & Sullivan's "Market Leadership Awards for Hosted Contact Center Solutions" in all three major geographic regions — Asia Pacific for 2006 and North America and EMEA for 2005
- In May 2007 Gartner Dataquest reported that Genesys was the fastest-growing contact center vendor among the 10 leading vendors in the market in terms of total agent shipments worldwide in 2006 ("Market Share: Contact Centers, Worldwide, 2006")
- Gartner placed Genesys in the Leaders Quadrant of its December 2006 report, "Magic Quadrant for Interactive Voice Response (IVR) Systems and Enterprise Voice Portals, 2006."

Exceed Customer Expectations While Optimizing Operations

Aria's AdVantage Solution

The Aria AdVantage Solution includes a variety of advisory, technical, maintenance and support services and software products.



Advisory Services

Aria's experts take an in-depth look at your existing systems and compare them against industry best practices, introducing new applications and capabilities where applicable.

As part of our technology assessment service, you will receive a detailed report that outlines how your contact center can deliver better customer service, reduce costs and maximize operating efficiency. Reports include:

- Key recommendations for improving technology and aligning it with your business goals and requirements for any type of vendor platform in single and multi-site locations
- Seven types of assessments, such as routing and reporting, voice systems, agent desktop, outbound and workforce management

Technical Services

Aria has been implementing Genesys longer than any other contact center systems integrator in the industry, and has a proven track record of delivering results.

- Over 35 Genesys systems integration experts
- Significant experience with Genesys skills-based routing, reporting, Info Mart, SIP, outbound, agent desktop, multimedia, IEX and Aspect WFM integration, and more

Maintenance and Support Services

Aria offers a full range of cost-effective, expert support services for Genesys and Aria licensed software and custom applications.

- 24x7x365 problem resolution
- Aggressive response and problem resolution timeframes
- Preventive maintenance services, including monthly and quarterly system check-ups
- Annual health check
- Remote monitoring

Aria Software Products

Aria's packaged CIM software and services for contact centers leverage technology to simultaneously increase service and reduce costs – providing lower cost of ownership, reduced risk and faster ROI.

- iView Agent Desktop is a proven, comprehensive, cost-effective, and flexible solution that includes a multimedia soft phone, extensive not-ready reporting, contact reason codes, contact history, manual mode and more.
- The Gplus Adapters for IEX TotalView and Aspect integrate IEX and Aspect workforce management systems with Genesys.
- Aria's CIMplicity Foundation is a packaged application solution that delivers IVR, screen pop and agent soft phone functionality at a reasonable cost. It can be rapidly deployed for a quick win at a low risk.



Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation. For more information: visit us on the Web: www.genesyslab.com, or call +1 888 GENESYS or 1-650-466-1100.

Aria Solutions has a decade-long track record of helping customers build world-class contact centers that improve customer loyalty, lower operations costs, and increase profits. Aria Solutions is a unique IT solutions firm focused 100 percent on providing Customer Interaction Management products and services for contact centers. Aria offers expert advisory and technical services, agent desktop and workforce management integration software, and 24/7 support for the entire Genesys Suite. Founded in 1996, Aria has completed over 500 projects for customers in almost every industry. Our expertise includes IVR/speech, routing, reporting and analytics, outbound, workforce management, agent desktop and much more. For additional information about Aria Solutions Inc. please visit: www.ariasolutions.com

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