

# Channel Perfect

Call Management is now getting the type of media attention and user take-up normally associated with leading edge 'sexy' applications that deliver real business process enhancements and competitive edge. Why?

'Because that is exactly what we offer!' says Adrian Burt, Managing Director of leading UK call management vendor CTI Group.

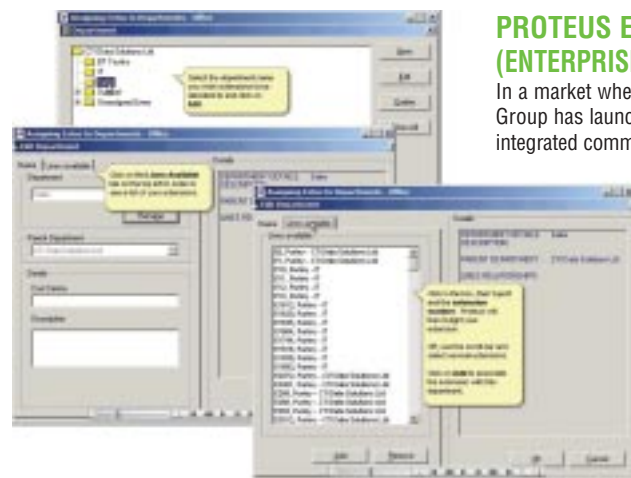
Adrian continues, 'The pace of change and innovation in the market is quite breathtaking and for our part resellers will be pleased to see that CTI Group has developed a number of equally innovative products and applications to meet those challenges head on and provide them with further margin opportunities.'

## PROTEUS OFFICE V5 (SME SOLUTION)

In the next few weeks CTI Group will be releasing Version 5.0 of their successful SME call management application, Proteus Office.

The key changes we have made to Proteus Office 5 have been entirely focused on usability and the immediate presentation of the end-user benefits. This is important for many small business users who have no experience in communications management applications. We want to make their lives easier and help them make considerable cost savings and improvements to their communications usage and performance, without the complexities and frustrations associated with many software applications. Proteus Office 5.0 achieves this by the intelligent use of "wizards", screen-pops, graphical screens and benefit-driven feature buttons and dialogue boxes.

Adrian enthuses, 'No-one really likes to get stuck in to a user manual when you are uncertain how to set up a configuration or a personalised report. With Proteus, clicking a feature button will prompt and guide the user in easy steps to achieving the required end result. At the same time, for experienced users, full functionality is made available via the use of 'Advanced' buttons for users who want to perform more complex tasks.



The simple to use demonstration tool will win business and reduce customer service calls

The right mix of creative product development, innovative sales tools and professional reseller support means that CTI Group has the perfect proposition for the channel.

Proteus has always enjoyed a reputation of being easy to install and auto-configure with the host PBX and we have augmented this by making extensive use of 'bubble' tool tips and online help as well as putting in place a simpler activation procedure via the new web-based key generator. Latest switch interface drivers and product enhancement downloads have also been made available in the same manner.'

## SALES TOOLS THAT WORK!

CTI Group was the first call and communications management vendor to make available a simple, highly effective return on investment (ROI) tool for their channel partners. This four-stage process, which takes less than four minutes to demonstrate to potential customers, has proved to be a real winner in generating new sales for dealers.

Another new sales tool for dealers is a 'How to...' Proteus demonstration disc. This is a series of about 20 mini demonstrations that 'walk' the user, or reseller for that matter, through setting up the most common tasks.

Adrian Burt, 'This is just like having your own FAQ answering point. The difference is, however, that we present the information using real screenshots animated step by step to show how the end result is achieved.

For dealers this is fantastic because it means that they will no longer be taking calls from their customers each time they want to set up a new report, add extensions to a department or set up class of service alarms on their system.

## PROTEUS ENTERPRISE LAUNCHED (ENTERPRISE PRODUCT)

In a market where product differentiation is vital, CTI Group has launched Proteus Enterprise, the first truly integrated communications management system to offer fixed line, mobile, Internet and email analysis and reporting, as standard. Proteus Enterprise, together with CTI Group's industry acknowledged professional level of reseller support, provides an outstanding opportunity for dealers to make margin from communications management.

Designed specifically for medium to large sized business, Proteus Enterprise offers managers all the information they need to optimise the performance and cost

effectiveness of all of their communication systems, whilst delivering a comprehensive business tool to combat the increasing risk of fraud and internal abuse of communications resources.

As with all CTI Group products, Proteus Enterprise is simple to install. The key to its success is that the application works by capturing the usage and costing details from users various communication devices to offer unlimited reporting on each system independently, or, uniquely, by bringing them together in a single integrated report.

Proteus Enterprise captures the true essence of convergence...

Adrian Burt, 'For many years the channel and their customers have been asking what differentiates one call management system from another. The answer now is Proteus Enterprise; a solution which literally triples the benefits of other, fixed line only call management systems. Using a secure web-browser client-interface, Proteus Enterprises offers a powerful tool to control and improve the usage, performance and cost effectiveness from mobile, Internet and email communications, as well as communication from traditional and all IP PBXs.'

## POWERFUL FEATURES

Proteus Enterprise brings in to play a range of features and innovative use of technology that is quite breathtaking but at the same time simple to deploy.

The front end of Proteus Enterprise is a web-browser client interface. This provides user comfort and a familiar environment from where users can create flexible reports as well as carry out management of their communication systems remotely over the Internet. Such is the power and flexibility of Proteus Enterprise that users can even be given specific individual administration and access rights to limit their reporting activity to a single extension if necessary.

Speed of response to business critical events is a major concern to business today where delay can prove expensive. The Proactive Alarms that screen pop or email notification when specified call patterns



The graphical user interface for Proteus Office 5 provides management information at a glance

are matched, therefore, means that Proteus Enterprise can deliver the right information to managers in an instant.

In a market that is increasingly becoming aware of the benefits of a distributed workforce the ability for Proteus Enterprise to address unlimited site size and extension analysis is crucial. CTI Group is the market leader in high-end communications management systems. Proteus is deployed world-wide monitoring businesses with over 500 remote sites, processing millions of call records each day.

Whilst Proteus has a wide range of in-built user reports and templates it also delivers a sophisticated reporting engine that can be customised to produce an unlimited number of reports and outputs to all common PC formats and email so that users can integrate with their medium of choice to receive management information.

'This captures the true essence of convergence' says Burt, 'with Proteus Enterprise integrating seamlessly with either traditional or IP telephony systems and in a network, Proteus can even learn extension detail information from several IP switches.'

## THAT WILL DO NICELY!

Despite the fact that the CTI Group Proteus ROI tool shows that real financial benefits of installing call and communications management there exists a segment of the market that would prefer to hand over the running of IT applications to a third party.

Outsourcing has become a rapidly growing market and, with CTI Group, it is a market where resellers can both participate and continue to make margins.

For the first time a managed service call management offering for the channel is available for resellers. The Proteus Managed Service Solutions provide effective outsourcing options to communications management, eliminating the need for capital expenditure and dedicated PC hardware and manpower.

## HOW DOES IT WORK?

Proteus Managed Service is a complete outsourced solution, replacing the need for any in-house data processing or report production. All that is required at the customer premises is a Proteus IP buffer which collects call and event data from your communications devices (Fixed-Line and Mobile) and transfer it to the CTI Group host server for processing.

Proteus Enterprise, the first truly integrated communications management system to offer fixed line, mobile, Internet and email analysis and reporting, as standard.

'This is a powerful message for resellers to take to their customers' says Adrian Burt. 'CTI Group delivers tailored reports to users at pre-defined times, in electronic formats such as MS Word, Excel, HTML.'

Proteus Managed Service Features:

- Full access to the Proteus reporting suite
- No requirement for dedicated personnel or in-house equipment
- On-demand and scheduled reporting
- High level of security and data protection
- No capital expenditure or maintenance fees

There are different levels of service and functionality options available from CTI to suit the differing needs of business. The benefits of the Proteus ASP and Managed Service Solutions for users makes an

impressive list. Reduction of communications costs, misuse and abuse, better staff productivity through increased awareness of accountability and better customer service relations through improved response times.

## STOP PRESS! STOP PRESS! STOP PRESS! STOP PRESS! STOP PRESS!

CTI Group has only one focus, to develop world-class call and communications management products. Adrian Burt, 'Having a single focus means we have no distractions caused by a disparate product range. PBX vendors recognise this when considering a call management application to recommend on their products.'



We are, therefore, delighted to report that SpliceCom, developers of the highly innovative maximiser IP PBX, has selected our Proteus Office application as their call management application of choice. Moreover, Proteus will be shipped as standard with each maximiser PBX. This agreement, coming as it is from the luminaries of SpliceCom, is an indictment of our product development ethos.'

Robin Hayman, Director of Product Management at SpliceCom commented, 'Our decision to select Proteus was based upon the view that CTI Group has produced a 'next generation' call management product that readily integrates with our maximiser PBX.'

## Distributor Finder:

The following mainline distributors are accredited to sell Proteus products:

	Caltel	01484 423456
	Crane	01444 230004
	East Central	01277 237750
	MTV Telecom	01784 740000
	Norwood Adam	01342 870170
	NV3	0208 401 7800
	Westcon	01753 797970