

Media Symposium Analytics

A powerful Alternative to
Conventional Symposium Reporting

Media Symposium Analytics tracks and analyzes data from Nortel's Symposium Call Center Server and empowers managers to maximize the performance of their call center resources.

Is Conventional Symposium Reporting Holding You Back?

You have likely grown accustomed to the basic reporting functionality provided by your Nortel Symposium technology. While your Symposium data is the most critical source of information on your call center performance, your current tools may not offer the analytical capabilities that you need to make the most of your resources.

Media Symposium Analytics provides Symposium users with sophisticated OLAP technology to enhance their understanding of their call center's performance and facilitates better operational and business decisions. Media's dynamic dashboard interface allows you to rapidly perform multidimensional analysis from your Symposium data and from other key sources to help improve your results in critical areas such as:

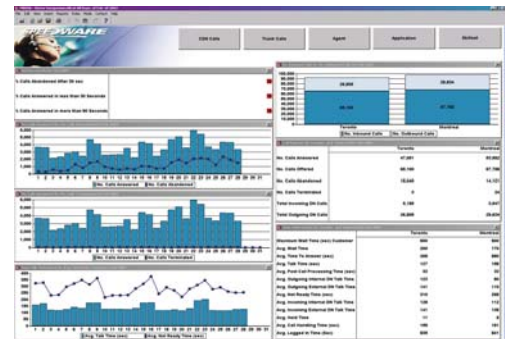
- Customer acquisition and retention
- Customer satisfaction
- Customer profitability
- Agent productivity
- Call resolution efficiency
- Staffing optimization
- Reduction in customer churn
- Service level agreement fulfillment

A User-friendly Graphical Interface

Media Symposium Analytics provides you with a graphically rich interface that offers both power and simplicity. The solution allows you to explore your Symposium data through a wide array of graphs and charts, enabling you to easily visualize and understand your call center results.

Media Symposium Analytics also enables you to further investigate results by "drilling-down" on

a given indicator to focus your analysis around a specific key performance indicator (KPI). This powerful feature helps you to pinpoint your strengths and weaknesses, in order to capitalize on opportunities and minimize potential threats. You are then able to improve your call center's performance through appropriate staffing and training of your agents.



A rich graphical interface offering both power and simplicity

A Consolidated Global View

With Media Symposium Analytics, you get the complete multidimensional view of your Symposium data, as well as data from other key technologies that are rooted in your call center, including Workforce Management, ACD, CTI, IVR, CRM and ERP.

All of these key data sources can be analyzed at a glance, through Media's consolidated global view using multiple graphs and charts unified through your dashboard. Why complicate your analysis with multiple reports?

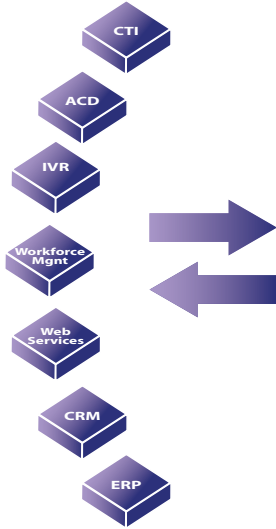
The solution eliminates information overload by delivering all the information you need through one powerful source.

Media Symposium Analytics

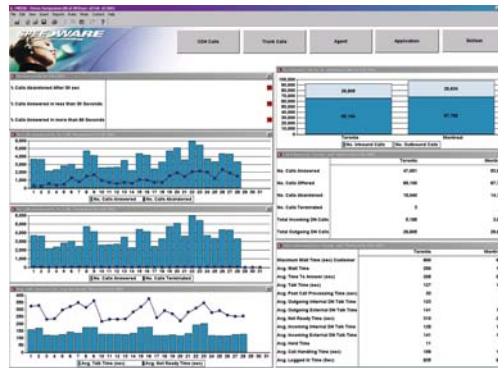
Extensive and Accurate Trend Analysis

Your ability to analyze historical call center performance data is limited by the size constraints of your Symposium database. Conventional Symposium reporting tools inhibit your ability to perform extensive trend analyses on such important areas as call volumes and agent performance.

With Media Symposium Analytics, you are now able to truly explore trends in your call center beyond last year's performance, by allowing you to store a greater amount of historical data. This provides you with greater insight to forecast future call volumes and prepare agent resources to handle customers in the most efficient and effective manner — all of which ensures high levels of customer satisfaction.



but also provides the opportunity to decentralize reporting and analysis responsibilities within your call center operations. Your managers, supervisors and even agents can be given access to these powerful analytics to gain a better understanding of their own performance measures while giving them the opportunity to improve their own performance.



One global view to analyze all your call center data sources at a glance

Media Symposium Analytics' short learning curve also ensures that your resources can quickly become proficient with this solution. Ultimately, it will quickly provide you with the information you need to enhance the productivity and profitability of your operations, while ensuring a rapid return on this important investment.

With Media Symposium Analytics you can...

- Retain profitable customers.
- Optimize agent resources.
- Reduce customer churn.
- Delegate reporting responsibilities.
- Improve response time.
- Reduce call abandonment.
- Perform customer segmentation (behavioral, geographic, demographic, etc.).
- Measure Service Level Agreement fulfillment on the fly.
- Achieve a rapid ROI.
- Instantly access your Nortel Symposium database through plug & play.

A Rapid Return on Investment

Media Symposium Analytics is shared across your multiple call center sites, as well as over your entire enterprise, through its secure and scalable Web architecture. Its Web interface not only provides the most efficient and cost-effective means of deploying your analytics and sharing information through centralized maintenance,

About Speedware

Speedware has been dedicated to helping companies modernize their business applications for over 15 years and enjoys a 100% project success rate. The company specializes in developing end-to-end modernization solutions that allow industry and government leaders to increase their business agility and reduce their operational costs. Speedware has been a leading provider of enterprise software solutions since 1976, offering a complete suite of legacy modernization, migration and application portfolio management solutions, business intelligence tools and application development solutions.

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