



Avaya and Blue Pumpkin *Providing Workforce Optimization Solutions*

How can companies improve the efficiency, overall effectiveness and strategic contribution of their customer service operations?

An Innovator-level member in the Avaya DeveloperConnection program, Blue Pumpkin helps companies meet these goals with its Workforce Optimization Suite. The suite includes three component solutions: Strategic Planning, Workforce Management and Performance Optimization. Each component solution includes one or more innovative applications, as well as best-practices professional services.

The solutions are designed to work with Avaya Call Management System (CMS), Avaya Interaction Center, Avaya Operational Analyst and Avaya Business Advocate. Avaya CMS provides the information and management tools to monitor and analyze the performance of contact center operations. Avaya Interaction Center is a comprehensive contact management solution for contact centers that are seeking capabilities that improve customer responsiveness and increase enterprise profitability. Avaya Operational Analyst is a full-featured business intelligence tool used to analyze the customer experience and operational effectiveness of multi-channel, multi-site customer interaction centers. Business Advocate balances a company's segmentation policies with the needs of each caller to match the right call with the right agent, at the right time.

Strategic Planning

Strategic Planning is the anticipation of future business requirements and the impact on the resources and skills needed to meet those requirements at the appropriate quality level.

The Strategic Planning solution includes the Planner application, which matches the user's resources with projected customer demand, reduces the time needed to drive business improvements, and continually optimizes all aspects of customer services operations.

Workforce Management

Workforce management includes all of the tools and information required to provide personnel at all levels with a closed-loop view of contact center activities and productivity. The solution includes three applications:

- Director Enterprise, for forecasting and scheduling
- Activity Manager, for multi-channel adherence and exception management
- Advisor Express, for productivity and proficiency management



Performance Optimization

Performance Optimization has three main steps:

- Decide how to measure performance against corporate goals and objectives.
- Track actual performance against established targets at all levels of the organization, and openly communicate results.
- Based on the results, focus efforts on where they can have the greatest impact, resulting in ongoing improvement in overall performance results.

The solution includes the Advisor Enterprise application, which helps users manage efficiency and effectiveness and achieve business alignment.

System Requirements

Blue Pumpkin's hardware requirements depend on the specific solutions being proposed and the customer's environment, including its size and number of centers. Generally, one or two PCs with Microsoft operating systems and a SQL or Oracle database are required.

About Blue Pumpkin

Headquartered in Sunnyvale, California, Blue Pumpkin is one of the leading providers of integrated workforce optimization applications. The company, which has offices throughout the United States and Canada, sells primarily through distribution partners in other countries.

Blue Pumpkin was founded in 1997 with the vision of the perfect workplace: a place where people are acknowledged as the key to success, all employees share a common goal and embrace their role in achieving it, and managers guide, recognize and reward performance.

Blue Pumpkin's mission is to achieve this vision through leadership and innovation, a laser focus on the employee as the key to customer satisfaction and profitability, and the deployment of the

world's leading workforce optimization solutions and practices.

The company's greatest success is its customer base. More than 1,000 companies worldwide, including leaders in virtually every industry, are using Blue Pumpkin solutions to improve the efficiency and effectiveness of their customer services.

Blue Pumpkin's innovative, comprehensive, and easy-to-use solutions have earned the company a large collection of industry, media, analyst and tradeshow accolades. Awards and other notable achievements include:

- CRM Magazine, Service Elite Award with Nissan Motor Acceptance Corp (NMAC), 2004
- CRM Magazine, Service Leaders Award, 2004
- Customer Inter@ction Solutions magazine, Product of the Year, 2003 and 2002
- ICCM Best of Show, 2003
- Communications Solutions magazine, Product of the Year, 2003
- Number five on the 2002 Inc. 500 list of the fastest growing private companies in the United States
- Upside Magazine, Hot 100 Award, 2002
- CTE expo, Best of Show, 2002
- Aberdeen CRM Top Ten

For more information, visit www.bluepumpkin.com.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

For more information about Avaya, visit www.avaya.com.

About DevConnect

The Avaya DeveloperConnection Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at <http://www.devconnectprogram.com/>.

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