

## DATA SHEET

**Are you ready?**

Hurricanes, tornados, earthquakes, storms, power outages, terrorist threats ... you never know when or how your business might be disrupted. But you do know that you must be prepared – and that doesn't mean untested ideas filed away in a notebook. In the event of an outage, no business can afford to be out of business. Cincom Synchrony enables your contact center – your front line to your customers – to stay up and running in the event of an emergency.

**Key benefits**

- Agents anywhere – agents and other knowledge workers can log in remotely and receive phone, e-mail, chat, and fax interactions.
- Universal View – delivers all relevant information to the remote agent's desktop.
- Minimal capital outlay with no hardware or software investments, just simple monthly per-seat licensing.
- Inherent security with off-premise hosting that places your contact center infrastructure in a secure, redundant location.
- Provides remote, real-time statistics and analytics enabling managers to effectively manage the virtual contact center no matter where they are.
- Eliminates the expense and time-consuming process of buying, installing, and maintaining a backup site.
- Quick, simple, and inexpensive relocation with only a web browser, a phone, and access to the internet required.
- Enables non-contact-center personnel to take customer calls as backup agents to accommodate unforeseen load conditions.

# Be prepared: the business continuity advantages of hosted Cincom Synchrony™



## Can you afford to abandon your customers in an emergency?

What would it cost your business if you lost communications with your customers for an hour? A day? A week? Customers don't stop calling and e-mailing when you have an outage. In fact, call volumes may increase. Your agents need to be available to customers. One negative experience with your company and you could lose that customer forever. Add the average number of customer contacts you have in a given time period and it is easy to see how quickly the damage to your business can multiply with any outage.

Cincom Synchrony's hosted contact center can help ensure that you never have to find out what these ultimate costs might be.

*Built on a web-native platform, Cincom's hosted Synchrony solution is intrinsically designed for reliability and scalability over the internet, giving you the flexibility to take whatever challenges come your way.*

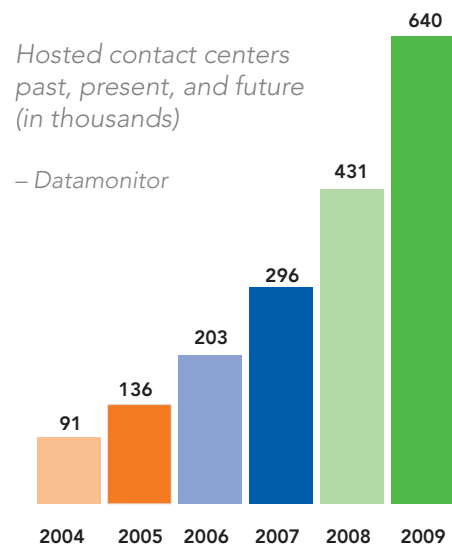
## **Hosted technology enables small and mid-sized businesses (SMBs) to exceed customer expectations under any circumstance**

Large companies with established national or global operations typically have the resources to create redundant systems to overcome a local or even regional outage. If there is an outage or problem at one location, contacts are routed to the other open sites. However, small and medium-sized businesses typically don't have the resources to build comprehensive disaster recovery plans and are left with few options other than rebuilding the system as quickly as possible – until now.

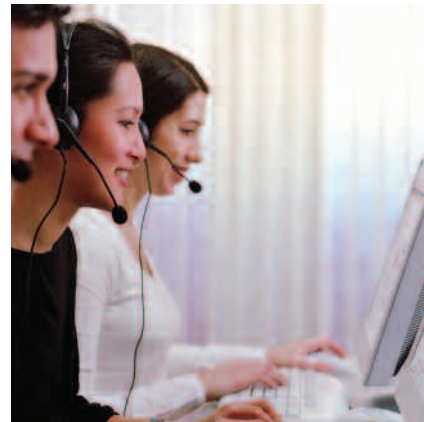
Cincom Synchrony is a hosted contact center solution that provides SMBs with a cost-effective and reliable solution that decreases your risks during an emergency. Synchrony enables agents to log in from anywhere; so if they can't get to the physical contact center, they can still interact with customers from a remote location. In addition, because all software and hardware are housed off-premise in a secure hosting facility, the contact center can continue to operate without disruption.

In fact, utilizing remote agents can provide even greater redundancy and security than multiple redundant contact centers. For instance, even if a company with multiple physical contact centers were able to re-route incoming contacts to one of their other centers, the remaining locations may not be able to handle the workload overload or have the proper training to adequately handle the re-directed calls. With Synchrony Hosted, your communications would be automatically routed to available agents wherever they might be. And if your employees did have to be evacuated, re-establishing operations is quick and inexpensive, since agents only need a web browser, a phone, and access to the internet. This makes nearly any home or hotel a potential temporary outpost. The end result is the business continuity that your bottom line and customers require.

## **Hosted contact centers on the rise**



According to Datamonitor, hosted contact centers will be the fastest-growing sector of the market (see chart above for projected growth), and by 2008, will account for 38% of the global market. Additionally, DMG Consulting reports that by 2007, 20% to 30% of all new contact center seats will be hosted.



*With just a web browser, phone, and access to the internet, your team of Synchrony agents can maintain customer communications and business continuity without any perceivable change.*

*"Hurricane Wilma made a direct hit less than 20 miles from the headquarters of Fine Art By Hyatt in Naples, Florida. With hosted Synchrony, our agents in the Midwest and western states were able to cover the phones while we were covering our heads to protect from Wilma. We never missed a beat as far as taking customer orders was concerned!"*

– Larry Block, Fine Art By Hyatt

## A virtual contact center for real-world events

The Cincom Synchrony remote hosted solution places the hub of the contact center outside the organization and away from harm's way with redundant capabilities. Not only does this greatly insulate your business from potential outages or disasters, it also provides scheduling flexibility for agents and managers during non-emergency operations. It enables you to employ agents worldwide – creating a virtual contact center.

Unconstrained by walls or geography, agents can work from anywhere. All they need is a telephone and a high-speed internet connection. Once logged on to the system, agents can access the Synchrony agent desktop that delivers all of the critical information needed to communicate, and managers can access all of the analytics and real-time metrics needed to effectively monitor and manage a virtual contact center. It's an ideal model for utilizing temporary or permanent remote resources – in an emergency or just as a part of your daily contact center operation.

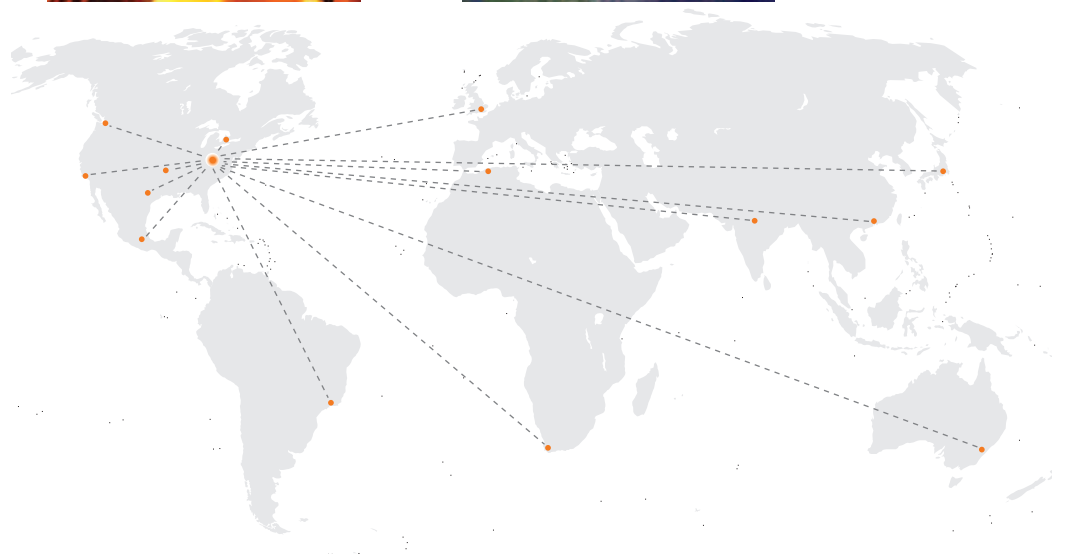
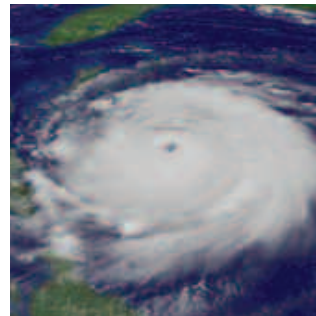
Additionally, the flexibility of Synchrony hosted offers another potential solution during emergency call spikes. Because no special equipment is required and the intuitive user interface is simple to navigate, you can quickly have non-contact-center personnel ready to take customer calls. In essence, your entire organization becomes a pool of backup agents for unforeseen load conditions!

## Multiple-channels keep communications open

The multi-channel capabilities of Synchrony offers another level of redundancy to your contact center. For example, if your customers' phones are out of service due to an outage, they may choose another channel of communication such as e-mail. During Hurricane Katrina and the 9/11 attack, this exact situation became reality as millions of telephone lines and cell phones were inoperable; yet e-mails could be sent from many locations. The ability to substitute contact channels could prove vital in staying connected with your customers.

Also, as is the case with utilities, certain government agencies, and other organizations, call volumes are likely to increase during emergencies. If voice queue times are too high, you can offer customers communication alternatives: leave a callback number, send an e-mail or fax, or even self-service through your integrated web portal.

## The virtual contact center ensures continuity during emergencies.



## You run the contact center; let Cincom handle the rest

Hosted Synchrony provides the type of system redundancy for businesses of any size that was previously the domain of large Fortune 500 and multi-national companies. Cincom takes care of your backups, infrastructure, and redundant systems. With Cincom, you get the benefit of established policies and procedures for ensuring that your company's data is readily available at all times. Cincom's remote-hosted Synchrony solution is monitored and managed 24x7x365 by our in-house support staff and by our hosting partner at a state-of-the-art Network Operation Center (NOC). Your systems are monitored by experienced professionals who identify potential issues before they occur and to ensure the highest level of system performance.

### Cincom remote hosting offers:

- Daily incremental, weekly full-system and monthly full-system backups.
- Disaster recovery policies that involve fail-over and system continuity procedures at every critical level, which impacts point-in-time system availability including the database, the application, and the network levels.
- State-of-the-art architectural components including switches, routers, gateways, servers, and power supplies.
- Multiple data lines from two major carriers – UUNet and CBTS – with normal uptime of 100 percent.
- Multiple power supplies for a constant flow of power.
- Redundant HVAC and electricity circuits, with a battery grid and jet engine turbine room that supplies power to the hosting facility for up to two weeks in the event of a power failure.

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FORM SY051104-4 2/06  
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### Cincom at a glance

- Operations spanning five decades
- Thousands of clients on six continents
- Nearly 1,000 employees
- 37 offices in 18 countries
- Long-term, proven financial stability
- Ranks among the top 5% of all software companies worldwide
- Longest-serving CEO in the computer industry

## Choose a hosting partner with experience and stability

Cincom understands the special requirements of your contact center and will be here for the duration. As the world's most experienced technology provider, with a history that spans nearly 40 years and a proven track record of helping companies worldwide substantially increase and sustain productivity and profitability, Cincom is a partner you can count on.

### Resources and 24/7 support

Your contact center is the front line to your customers, and its successful operation is critical to your business. We understand that technical support is a key component to ensuring ongoing, optimal operation, and we have the expert global resources to assist and support you. With an international customer base, Cincom pioneered the "follow the sun" concept in 1971, and has earned a strong industry reputation for its service and support capabilities.

*"Cincom's customer service and support is a key differentiator."*

– Gartner

## An emergency business continuity solution that makes sense every day

Cincom Synchrony delivers numerous business advantages that will benefit your business every day including low cost, quick return on investment, scalability, and best-of-class intuitive features just to name a few. But business continuity is the one capability that you might not ever need – but that could save your business. Cincom Synchrony gives you peace of mind knowing you are ready for an emergency.

Call **1-800-2CINCOM** to see how we can help you prepare for an emergency while also helping to maximize your customer interactions and relationships, and improve productivity in your contact center every day.