

OVERVIEW

Cincom Synchrony is a powerful contact center solution designed specifically for outsourcers. It provides the unique opportunity to add robust features and capabilities to your own contact center while also offering a cost-effective solution to your clients.

Robust Functionality for You and Your Customers

Cincom Synchrony delivers a suite of capabilities that enable you to build business and enhance relationships:

- Responsive inbound
- Proactive outreach
- Across all channels
- Unified agent desktop
- Analytics and reporting
- Utilize remote agents
- Rapid campaign/new client setup

Generate Revenue

Many of your clients, while relying on you for their outsourcing, undoubtedly have in-house contact center capabilities whether for escalation purposes or to augment your services. Hosted Synchrony is the perfect solution for these clients because of the minimal financial and IT requirements that enable them to maximize their existing investments with you. And because you are their trusted resource for contact center expertise, you are in the ideal position to meet their needs.

Growth Strategy for Outsourcers: Profit by Offering Hosted Synchrony™ to Your Clients



"By 2008, the global market [for managed and hosted contact center services] will have more than doubled, reaching a value of over \$5 billion."

– Datamonitor

You Know Your Customers – We Know How to Make You Successful

There is an enormous opportunity for you to participate in this explosive, high-growth market. Your sales organization is already in touch with the right prospects. Use your unmatched knowledge, experience and relationships to sell Hosted Synchrony, giving you a distinct advantage over your competitors, and providing valuable functionality to your clients. Offering Hosted Synchrony will expand your services, generate revenue, and further strengthen and tighten business relationships with your valuable clients.



Market Trends Driving Demand for Cincom Synchrony

There are four trends in hosted contact centers that are significantly broadening the market opportunity for outsourcers. Cincom Synchrony enables you to take full advantage of these widely disparate trends to provide precisely the solution your clients need, growing both your business and theirs.

Trend #1 – Insourcing – the classic hosted model

Insourcing is where your clients choose to use your technology infrastructure located on your premises to support a contact center on *their* premises. This is the classic hosting model as depicted in Figure 1. The center may be staffed by your client's employees, or by your employees under the direct supervision of the customer. Insourcing addresses the control and quality concerns that may prevent consideration of an outsourced solution. The hosted model enables you to provide the technology infrastructure without significant capital investment for the customer, making this approach economically feasible for many potential customers.

With Cincom Synchrony installed on your premises, you can deliver interactions as well as the unified agent desktop to the locations of many different customers and their agents. Since only one multi-tenant platform is required, new clients and campaigns can be added easily.

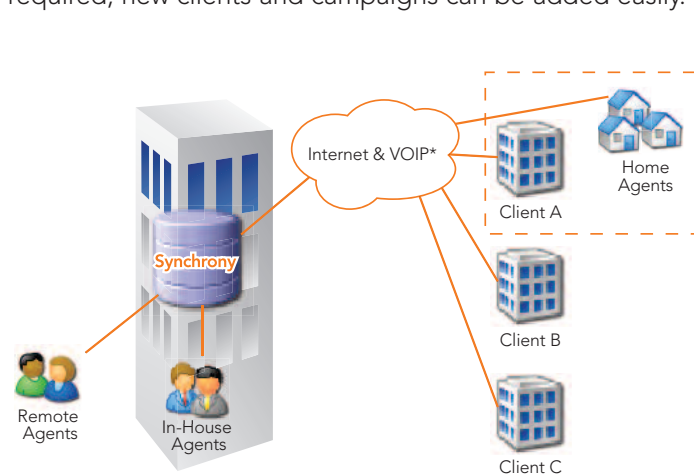


Figure 1 – Insourcing

You gain all of the rich capacities of Cincom Synchrony while servicing the hosting needs of your clients.

Trend #2 – Co-sourcing (hybrid) – the flexibility to build a virtual center

A second trend is co-sourcing or a hybrid of insourcing and outsourcing that finds a balance that makes sense for each specific business case. In this model, the technology infrastructure is again located on your premises, but the agents may be located at your site, at the client's, or a remote location. The hybrid model can provide overflow and escalation capabilities as well as enable a client to segment how certain customers are handled. For example, highly valued customers or complex inquiries may go to knowledge workers who are employed by the client, while more routine contacts are handled by your agents.

The hybrid model is gaining in popularity because it gives clients the flexibility to direct their customers to the best agent resource, regardless of location, as well as load-share volumes across multiple centers and agents. Cincom Synchrony fully supports the hybrid model with its web-based architecture that can deliver contacts, screen pops, and a robust agent desktop to any agent, anywhere. Its powerful analytics and real-time management tools enable clients to view and manage performance for a seamless view of this virtual environment.

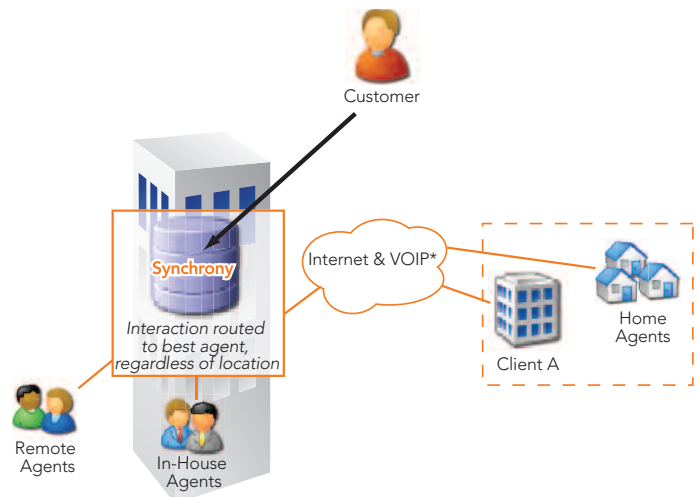


Figure 2 – Co-sourcing

Direct customers to the best agent – whether on your premises, your client's site or a remote location.

*PSTN also available

Trend #3 – Multiple channel demands with a single service expectation – excellence

Increased customer interaction choices – including e-mail, faxes, web chat, voice, and notifications/alerts – are placing more and more demand on today's contact centers. Many centers don't have the infrastructure or resources to properly manage all of the inbound and outbound channels that their customers expect. Even when multiple channels are available, too often agents do not have insight across the channels and service levels are inconsistent. With Cincom Synchrony, you can provide any combination of outreach/inbound programs across all channels, in a single customer view – a powerful offering that significantly improves service and enhances the customer experience.

Trend #4 – The growing number and competitive advantages of remote users/virtual environments

According to industry research firm IDC, the number of U.S. at-home agents will nearly triple, from an estimated 112,000 in 2005 to more than 300,000 by 2010. Cincom Synchrony's "Agent Anywhere" model – coupled with its internet delivery and multi-tenant capabilities – provides you and your clients with numerous advantages including:

- The ability to fully utilize home/remote agents.
- Expanded workforce – access a broader pool of skilled agents (multilingual, specific industry/education, etc.) without geography limitations.
- Take advantage of lower labor cost areas and government incentives for job creation.
- Easily support overflow, after hours and peak periods.
- Inherent business continuity and emergency preparedness capabilities.

To ignore these trends is to ignore an enormous opportunity to grow your business.

Cut Costs While Improving Productivity and Flexibility

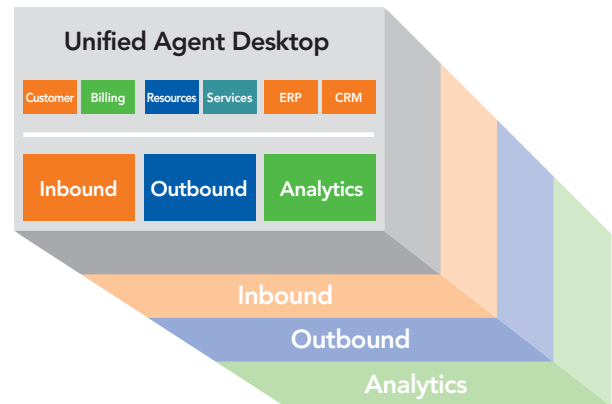
Synchrony is an award-winning solution that offers numerous benefits for you and your clients. It is not only ideal for your internal needs as a full-service outsourcer, but the efficiencies and flexibility are equally as valuable for your customers.

Synchrony provides an intelligent agent desktop with automated workflow and call scripting. It is designed to bring efficiencies to the contact center including:

- Rapid campaign/new client setup
- Decreases agent call times and training
- Facilitates better agent utilization across campaigns/product lines
- Easier to dynamically shift/add people between campaigns

Other Benefits Include:

- **Unites many applications and resources in a single desktop**
 - Improves service with faster response times and accurate responses
 - Reduces agent training
- **Complete view of customer across product lines, campaigns, channels, etc.**



- **Multi-channel (voice, e-mail, fax, web, self-service) inbound and outbound contact center**
 - Efficiently delivers all interactions to the appropriate agents based on customer value or other business requirements
 - Decreases operational costs
 - Improves the customer experience
- **Analytics and real-time statistics**
 - Optimizes contact center and agent performance
 - Grows and improves the business through meaningful business intelligence
- **"Hosted anywhere" delivery for the extended enterprise**

Cincom Synchrony was architected to extend beyond a single entity, enabling you to easily add more clients and campaigns. To provide maximum flexibility, efficiency, and cost-effectiveness, Cincom Synchrony utilizes the following architectural foundations:

 - **Internet-based architecture** – Synchrony was built to adhere to web-spanning architecture for maximum flexibility and accessibility.
 - **Multi-tenant architecture** – The application and data model securely supports multiple clients, with multiple groups and campaigns accessing a single application instance. Synchrony's shared deployment platform supports multiple business units, suppliers, and partners to generate a single, unified view of the customer.
 - **Telephony choices** – Cincom Synchrony can utilize your traditional PSTN switch to deliver telephony calls or VoIP for added cost savings.

Offer Your Clients the Business Advantages of the Hosted Contact Center

Just as the outsourcing model is attractive because it enables an organization to concentrate on its core competencies while relying on you to run and manage the contact center operation, the hosted contact center offers similar benefits. Typically, these companies don't want to invest in building and maintaining the required IT infrastructure for a world-class center. The hosted model takes the financial and operational burden off of the client.

Cost advantages

- Operational budget versus capital budget
- Fixed monthly expense – subscription price includes hardware, software, upgrades, and maintenance
- Minimal IT investment requirements

Flexibility and productivity

- Adopt robust business functionality without significant upfront investment
- Scale usage up or down
- Enable agent anywhere/virtual contact centers
- Business continuity in outages

Resource advantages

- Expertise and economies of scale from provider
- Secure and reliable environment
- Infrastructure costs spread across multiple organizations
- Simplified, faster deployments

Award-Winning Solution

Synchrony scored an overall rating of "A" with perfect scores of five on a five-point scale for installation, documentation, and features in a hands-on product evaluation. This test drive resulted in an Editors' Choice award from *Customer Inter@ction Solutions*® magazine, a leading publication in the CRM, call center, and teleservices industries.



Other Recent Awards Include:



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The Cincom Mantra – Whatever It Takes!

We understand that your success is our success. We're committed to doing what it takes to make you successful as a hosted contact center user and provider. For more than seven years, Cincom has been working with partners around the world, helping them to help their clients enhance communications, improve operational efficiency, and drive better decision-making. The result is a solution that provides deep value to you and that you'll be proud to offer to your clients.

For more information, please e-mail partners@cincom.com or call 1-800-2CINCOM and reference our partner program. A Cincom business development manager is ready to discuss the next steps on the way to your increased revenue as a Cincom Partner.