



VoIP Brings Quick Return on Investment

Monthly Telecom Charges Reduced by 40%

Case Summary



Challenge

Due to the continued success of its call center business, Oregon Corrections Enterprises (OCE) often needed to increase agent capacity. Adding seats to its hardware-based solution was expensive, so OCE wanted to explore ways to reduce its provisioning costs with newer technology that was reliable, protected, and cost-effective. To increase the challenge, OCE had to comply with special Oregon Department of Corrections rules.

Solutions

OCE moved to the CBX Call Center Suite from CBX Systems, which is a software-based IP platform based on Dialogic® Host Media Processing Software. OCE recovered its investment in the new solution within the first 60 days of operation and reduced its monthly telecom charges by 40%. The new system uses low-cost, standard hardware and software components while allowing a gradual move to newer agent workstations.

Challenge

Oregon Corrections Enterprises (OCE) promotes public safety by providing inmates at the Oregon Corrections Institute with a “meaningful work experience in a self-sustaining organization.” Among its core values are a commitment to excellence and innovation, which the OCE defines as finding “creative and efficient ways to advance our products and services while reducing costs to government and providing profit-making opportunities for our private sector partners.”

Because of its strong performance to values, OCE has been very successful and often has to add capacity to its call center, which was a major expense for such an enterprise in a TDM hardware-based environment.

Because of its commitment to innovation, OCE wanted to explore moving to a Voice over IP (VoIP) system, but wanted to do so

seamlessly and without major expense.

While making the move to VoIP, OCE had to continue to comply with special requirements as part of a correctional facility.

Expanding the Call Center

OCE operates multiple businesses within the Oregon Department of Corrections, including a laundry, sign shop, and an inbound and outbound call center for multiple customers who require business-to-business and consumer-to-business services. Before its recent expansion and move to IP, OCE’s 130-seat call center was based on a proprietary TDM architecture, which required a high “per-seat” cost to add capacity and a high annual maintenance charge.

Ensuring a Simple System

To ensure a simple system, OCE was very interested in a software-based IP platform.

OCE had to lower maintenance and debugging costs while simplifying network connection provisioning. ISDN protocol provisioning had been especially challenging with their older TDM system. OCE also wanted to reduce the cost and effort needed to cable new workstations and seats.

Solution

To meet its goals, OCE contacted CBX Systems about its CBX Call Center Suite, the IP-based version of its proven call center platform. The suite supports up to 400 seats of SIP-based, blended call center capacity with full automatic outbound dialing, including call progress analysis and positive answering machine detection. For inbound routing, Call Center Suite includes automatic call distribution (ACD) and the ability to deliver customer records to agents.

Special Features Required

OCE thought it might require special customization or additional software to comply with Oregon Department of Corrections rules, but the features needed were well within the CBX Call Center Suite's standard capabilities. These features centered around security and ensuring that OCE complies with regulations on inmate access to automation.

- **Outbound IVR** — During outbound calling, the outbound IVR makes the connection to the customer before adding the inmate-agent to the call. Sensitive customer data such as telephone numbers and home addresses are always inaccessible to the inmate-agents because a simplified workstation interface eliminates access to this data.
- **Virtual browser** — Call Center Suite delivers only appropriate customer and sales information through the soft client interface to the desktop within a browser window. In the OCE deployment, inmate-agents have no access to the public Internet as per Department of Corrections rules. The soft client interface also provides an additional benefit. The interface works perfectly on OCE's older workstations, allowing OCE to gradually phase in new workstations as needed.

Software-Based IP Solution

The CBX Call Center Suite is based on Dialogic® Host Media Processing Software Release 2.0 for Windows. The suite uses the software's core voice media capabilities for play and record, conferencing, and DTMF detection. The widely deployed Session Initiation Protocol (SIP) is used for call control under the Dialogic® Global Call API.

OCE and CBX deployed the new VoIP system with no interoperability issues between the SIP interface supplied by Dialogic and the IP trunk line provided by OCE's local service provider Nobel Communications.

By using Dialogic Host Media Processing Software with its flexible licensing and media algorithms optimized for Intel Xeon processors, CBX delivered a cost-effective, appliance-like solution to OCE.

Standard Hardware and Software

The Call Center Suite uses a standard server and operating system. The call center application and host media processing software run on an Intel SR1450SATAD2 system with a 3.6 GHz Intel Xeon processor and 2 GB DDR RAM with Microsoft Windows Server 2003 and SQL Server 2005, which manages the autodialer databases.

Results

OCE saw a very quick return on investment by moving to VoIP. Because of the high annual maintenance fee on their previous hardware-based platform and the low cost of the CBX Call Center Suite, which is a software-based solution, OCE recovered its investment within the first 60 days of operation. The CBX license structure (processor licenses) allows the call center the flexibility to grow without having to pay additional "per-seat" charges for CBX licenses. Dialogic Host Media Processing Software allows OCE to order incremental IP bandwidth rather than full T1 circuits, reducing the time and resources required to provision.

Because it was able to consolidate multiple T1 lines into a single IP contract, OCE reduced its monthly telecom charges by 40% when moving from TDM T1 lines to its new IP pipeline. Hardware costs are also lower. OCE can now use headsets that cost \$20 each instead of \$55, and cabling the workstations for telephony has been eliminated.

About Oregon Corrections Enterprises

Many inmates come to prison having never held a real job or learned the value of work. Oregon Corrections Enterprises (OCE) was designed to serve Oregon citizens by providing inmates hands-on vocational training and teaching pro-social values including work ethics, responsibility, and a sense of self-worth they lost, or never before experienced. Through work experience, OCE facilitates the inmates' adjustment and reintegration into Oregon communities upon their release. With this in mind, inmate work assignments emulate real-life to the greatest extent possible. For more information, visit http://www.oregon.gov/OCE/about_us.shtml.

About CBX Systems

CBX Systems provides call center solutions to midsize enterprise customers and service providers. Its solutions include the core platform (switch, IVR, ACD, dialer, and agent desktop) as well as porting and support services, all of which run on standard, Intel-based servers. The company's key value proposition is providing a flexible solution at a very competitive price that can be implemented and supported by even the smallest organization. The ultimate goal of CBX Systems is to make the call center as easy and accessible to use as Microsoft Office. For more information, visit <http://www.cbxsystems.com/>.

About Dialogic

Dialogic Corporation is a leading provider of open systems platforms to both the Enterprise and Service Provider markets. Dialogic's platforms enable converged communications, allowing service providers, developers, and system integrators to deliver services, content, and applications using multimedia processing and signaling technologies.

Dialogic was formed when Eicon Networks Corporation completed its acquisition of Intel Corporation's Media and Signaling business and simultaneously announced that Eicon's name would change to Dialogic Corporation.

Headquartered in Montreal, Canada, Dialogic and its subsidiaries have over twenty offices worldwide, providing local presence, knowledge, and support to serve its customers around the globe. Dialogic's research and development centers are located in Parsippany, New Jersey; Buffalo, New York; London, England; Dublin, Ireland; and Stuttgart, Germany as well as Montreal.

Information about Dialogic is available at www.dialogic.com.

For more details, go to www.dialogic.com

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Information about CBX Call Center Suite has been provided by CBX Systems. Information about Oregon Corrections Enterprises has been provided by the Oregon Department of Corrections.

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