

Streamline processes without complexity.

How well an organization implements key business processes plays a huge role in its success. Informal and inefficient manual processes and disconnected systems can have a negative impact on costs, scalability, and customer perceptions.

Interaction Process Automation (IPA) enables your organization to streamline the most complex business processes with proven communications technologies that capture, prioritize, route, escalate, track, and manage them through the entire lifecycle.

Simple.

Ease of integration

Leverage an investment in existing systems with a process automation solution that fits easily into your current environment – reducing implementation costs and timelines.

- Use IPA to connect isolated enterprise applications and automate processes in concert with CRM, ERP, and other core business systems, databases, and websites.
- Take advantage of configurable integration options to easily create direct connections to third-party applications from a process model.
 - Natively use internal or external web services.
 - Perform database actions to access ODBC-compliant databases.
 - Embed a browser within a work item to “pop” a third-party application.
 - Embed a link within an IPA work item to run a program, access a website, or open a file.
 - Use standard integrations with email platforms such as Microsoft Exchange.
- Simplify integration and information exchange between IPA and other systems and applications.

Visual.

Intuitive, visual design environment

Take a different approach from extensive customization and coding to create, modify and maintain process flows. Speed process design and deployment to reduce IT burden and IT spend.

- IPA’s graphical process design interface lets users take advantage of powerful functionality in a straightforward way.
 1. Define the information to track throughout the process.
 2. Design the end user forms.
 3. Design the process flow to include business rules and decision logic.
 4. Test and deploy.
- Adapt a process to meet changing business conditions with the same ease. Business architects can easily modify process flows and user interfaces with drag-and-drop, point-and-click configuration.
- Configure advanced functionality such as complex event processing, expressions, business rule creation, conditional logic, parallel paths, and data validation in the same intuitive interface.

End-to-end visibility

Track processes to completion across the enterprise with end-to-end process visibility, accountability, and control for improved quality and operational efficiencies.

- Monitor and track people, skills, qualifications, availability.
- Real-time monitoring provides powerful insight into every step of the process and the process itself, down to the work item and employee level.
 - Proactively manage service levels.
 - Identify bottlenecks, gaps, inefficiencies.
 - Reduce overall cycle time.
- Available reports help measure and manage employee and process performance.
 - Discover how long different employees take to perform the same task.
 - Track the average time required for a given task.
 - See the average amount of time required for an entire process.

Intelligent .

Proven communications technology applied to process work

Experience a platform that understands communications and process automation. Other solutions aren't able to detect idle resources. They wait for someone to "pull" a new piece of work from a projects list. This causes human latency that can limit an organization's capacity, increase the cost of doing business, and detract from the customer experience.

- Overcome drawbacks by applying proven communications technologies and practices to manage tasks in a business process.
 - **Contact center-style queuing and routing** are used for accurate and flexible prioritization and distribution of process work.
 - **Enterprise presence** becomes "process presence," indicating user availability for a work assignment and speeding process time.
 - **Automated alerts and escalations** ensure service level goals are met.

- Minimize human latency by "pushing" work to qualified workers who are readily available – even across geographically dispersed locations.
- Monitor processes on a continuous basis and automatically reprioritize work based on changing resource availability. IPA ensures work reaches the qualified, available resource at the right time – or is automatically escalated.

Unified enterprise information

End-user interfaces can be as simple or involved as you design them to be.

- Bring together task-relevant data and content from multiple back-end systems (systems that may not normally communicate with each other) in a single view.
- Built-in logic effectively guides employees through appropriate actions – reducing errors, speeding process time, and improving consistency and compliance.
- Allow mobile users to interact directly from the mobile channel, and enable them to participate in key business processes while on the move.

Communications included

As an extension of the all-in-one Customer Interaction Center platform, IPA incorporates communications events as another part of the process – no custom integration required.

- Natively include multi-channel communications in your process flows to eliminate forgotten follow-ups, speed responses to customers and business partners, and increase collaboration between employees.
- Automatically trigger processes from communication events with confidence. No matter how a process gets started (call, email, fax, SMS, alert, spotted keyword, survey score), that process is executed in the same manner every time to ensure a consistent customer experience.

On-premise or cloud

You choose your solution. For business process automation, Interactive Intelligence gives you a choice: A complete on-premise solution or an equally complete on-demand cloud solution – Communications as a Service (CaaS) – at a manageable monthly cost. You can even seamlessly migrate your cloud processes to your own site at any time without compromising process data. Your organization benefits either way. So do your customers.



About Interactive Intelligence

Interactive Intelligence (Nasdaq: ININ) is a global provider of enterprise-grade collaboration, communications and customer engagement software and cloud services that help customers improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 22 patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit www.inin.com.