

## About Us

CosmoCom™ empowers enterprises and service providers to build private and public cloud contact center solutions that free customers from the boundaries imposed by traditional industry products. CosmoCom's unified, all-IP contact center suite, CosmoCall Universe™ (CCU), provides businesses with the agility to quickly, easily and economically fulfill the most complex customer interaction management requirements of today - and tomorrow. CosmoCom enhances the customer experience with a lower Total Cost of Ownership and a more favorable Return on Investment than any comparable system – making companies more reachable and responsive while improving the customer experience and reducing costs.

CosmoCall Universe unites all customer contact locations, functions, and personnel – including outsourcers and home agents – on a single unified, multi-channel customer communications platform that is Virtual by Design™. Organizations can obtain the full solution benefits by deploying CosmoCom's unified contact center technology in-house, or via a service provider offering hosted contact center services.

CosmoCom contact center technology is deployed at Fortune-class enterprises throughout the world both as a premise-based solution within the enterprise, and as a SaaS (Software as a Service) offering from service providers globally.

## History

CosmoCom™ was founded in 1996 to create the next generation of contact center technology and holds several US and international patents on its multi-channel, all-IP contact center architecture. In March 2011, CosmoCom joined the Enghouse Systems (TSX:ESL) family of Interaction Management companies with a combined global presence of over 600 employees and revenues in excess of \$120 million. Headquartered in Melville, New York, CosmoCom has a significant worldwide presence with offices in the US, UK, Germany, France, Japan, China, Hong Kong and Israel, and distribution partners in many other countries. CosmoCom has received more than 75 industry awards.

## Key Markets

- **Large Enterprises** – CosmoCom's flagship contact center software suite, CosmoCall Universe, enables Unified Customer Communications to help large enterprises and other distributed organizations (e.g. universities, healthcare organizations, outsourcers, financial/banking institutions, utilities, collections firms and government agencies), meet the challenges of providing better and more consistent customer service while simultaneously reducing operating costs. CosmoCall Universe unifies and consolidates all communication channels and all major contact center functions, revolutionizing the whole range of business/customer interactions, not just in formal call centers, but for all information workers including mobile and home-based staff. Its universal multi-channel access enables better interaction with customers and improved agent productivity. Its inherent virtualization allows multiple standalone operations to function as a single entity, maximizing efficiency and control. Its multi-tenancy enables the consolidation of many different call center applications on one platform.
- **Service Providers** – Telcos and other Service Providers use CosmoCall Universe to provide contact center solutions to their end user customers using multiple deployment strategies. From offering cloud-based contact center services under the increasingly popular hosted, multi-tenant platform model, to the dedicated hosting model and the traditional premise-based resale model, service providers can benefit from the economies of scale found using one technology for all three deployment methods. In addition, many fixed and mobile service providers are improving their own customer care at reduced costs by using CCU internally as well. CosmoCom customers include many of the world's largest service providers. With its reputation for servicing sophisticated, mission-critical applications, CosmoCom is the most selected provider of cloud-based contact center platforms to top-tier telcos worldwide.

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# The CosmoCom Advantage

**Virtual • Mature • Unified • Integratable • Scalable • Reliable • Hostable**

CosmoCall Universe™ is the flagship product of CosmoCom and the ideal vehicle for enterprises to obtain the benefits of Unified Customer Communications and Contact Center Consolidation 2.0. A unified, all-IP contact center suite that includes multi-channel ACD, IVVR (Voice and Video), CTI, predictive dialing, interaction history, recording, reporting, and administrative tools, CosmoCall Universe offers distinct advantages over all alternatives in the market today.

## Virtual Call Center

The virtual call center allows organizations to manage and use agents in multiple locations as a single entity, provides every agent with all functions and features, and enables seamless call routing and transferring across the organization. Everyone is talking about virtual call centers, but until virtualization is technologically feasible and economically affordable, few organizations will enjoy its many benefits. With its all-IP platform, CosmoCall Universe is **Virtual by Design**, enabling the rapid and cost-effective deployment of a virtual call center with far less complexity and cost than in other contact center environments.

**VIRTUAL** BY DESIGN

## Mature, Field-Proven, Patented All-IP Design

The evolution to IP communication has gained tremendous momentum in recent years. CosmoCall Universe is not just an IP variation on the traditional PBX design. It was designed from the ground up as a "switchless" system, taking full advantage of the switching function that is inherent in an IP network for all communication channels. Designed in 1996 and field-proven worldwide with hundreds of systems and many thousands of agent positions, it is the most mature and field proven IP call center technology in the world today.

## Unity

In CosmoCall Universe, all major functions – ACD, IVR, IVVR, CTI, administration and reporting, recording, and predictive dialing – reside on the same platform. And all contact channels – telephone, email, voice mail, and web chat/voice/video/collaboration – were implemented from the ground up on that one unified platform. Thus, no separate middleware platform is needed to mediate between ACD, IVR and Agents. All information about a call simply moves with the call automatically. A single Agent GUI serves all contact channels. And a single graphical call flow definition tool, CosmoDesigner™, controls the IVR, CTI and ACD for all interaction channels.

All queues and routing rules are universal, and all channels are tracked and managed through one database and one set of reports. Administrative changes are implemented once and propagated immediately through the entire virtual call center. Much of the integration work that goes into legacy platforms is built in to CosmoCall Universe. Unity reduces the cost of integration, speeds implementation, streamlines operations, and reduces the cost of management and maintenance. Perhaps more important, it enhances the quality of customer care.

## Integratability

Because of its unity, much of the integration required in legacy call centers is unnecessary with CosmoCall Universe. IVR, ACD and Agent are automatically synchronized and always have the same complete call-related information available. Integration to external systems such as CRM is also greatly simplified because of this unity. External systems only need to exchange information and synchronize with one point in the system, the Agent application, while legacy CTI integrations require a separate CTI server to coordinate the actions of ACD, IVR and Agent with the external application. Integration is facilitated by CosmoCall Universe's rich set of open, standards-based interfaces, which are easy to use and well understood by a large number of programmers. CosmoConnector, an integration enabler for pairing CosmoCall Universe with leading CRM applications, further simplifies the process. The result is that IT integration is completed more quickly and much less expensively than in the legacy environment, typically in hours or days, rather than weeks and months. CosmoCall Universe uses standard VOIP interfaces and interoperates with all standards-based VOIP network infrastructures.

## Scalability

CosmoCall Universe robustly scales up to carrier-sized systems, delivering optimum performance regardless of call volume or agent population. It also economically scales down to very small enterprise sizes, supporting up to 75 agents on a single server.

## Reliability

Built for mission-critical contact center applications, CosmoCall Universe has field-proven carrier class reliability in multiple telecom deployments throughout the world. The system can also achieve this high standard of availability in the smaller and more affordable configurations used by enterprises.

## Hostability

Since it is **Virtual by Design** and supports a large number of agents regardless of their location, CosmoCall Universe is inherently hostable. Its system-wide support of multi-tenancy makes it the ideal vehicle for Consolidation 2.0 - consolidating the many diverse contact center needs of the enterprise on a single platform. The system is rich in service oriented features such as a tenant creation wizard that gets new tenants on the air with basic service literally in seconds. CCU has been chosen by enterprises using the Consolidation 2.0 strategy, and by more top-tier telcos for their hosted Call Center On-Demand™ services than any other system of its kind.