

Co-operation profile details from Enterprise Europe East of England

10 GB 41n8 3GAA - Partners sought to integrate a telephony platform into their Customer Relationship Management (CRM) or Accounting software. Technology collaboration OFFER

Abstract

A UK company offers an advanced telephony platform that can be integrated with Customer Relationship Management or Accounting applications. The offered platform, once integrated, will provide a flexible and powerful proprietary interface, providing a more feature-rich alternative to existing systems. License agreements or technical collaboration agreements are sought with owners of such software with a view to jointly developing and commercialising a new product offering.

Description

The offered phone platform is suitable for small to large enterprises. It is flexible and modular, allowing an unlimited number of lines and extensions. As such it offers the benefits of traditional telephony using ISDN (Integrated Services Digital Network) and analogue lines as well as VoIP (Voice over Internet Protocol).

The technology is a software Internet Platform (IP) Phone System that is suitable for PBX and PABX (private branch exchange and private automatic branch exchange) systems that combines together data and telephone networks. It requires no additional hardware (other than telephones and headsets) and runs on the existing Windows server, data network and PCs within a user's own network. The client software runs on any Windows machine and operates as a traditional telephone. In addition, you can connect to it a USB telephone, a headphone or a wireless headset.

The existing technology is currently already used as an advanced phone system by call centres, consultancy and law firms, estate agents, retail industry and many other industry verticals. The company is now looking for partners that are interested in evaluating the technology to integrate with their functional software-based systems such as Customer Relationship Management systems or Accountancy software systems.

The prospective partner is likely to be an IT company or Software House that owns or has full access to the source code of the CRM or Accountancy application. As an example the telephony platform can already be integrated with SAGE SalesForce, SAGE Act and SugarCRM (open-source). Therefore a certified reseller of these software applications should be allowed to change the source code even if they don't strictly own the intellectual property. The ideal partner would have a fully working solution perhaps already commercialised via an existing channel.

From its side, the UK company can provide: trial software and testing platforms; dedicated R&D resources; access to a Europe-wide distribution channel; full (UK based) technical support; English documentation; Multi-language software localisation.

Innovative Aspects:

The platform offers the following advantages:

" Easy customisation: unlike most existing TAPI-compliant telephony software, this technology provides a wider range of functionalities that enables the development of entirely bespoke and customised products.

" Fully software based: the advantage of a software based system is that it can be entirely incorporated within a software-based CRM system. The functions of the telephone system can be activated as a standard .dll (dynamic link library). Furthermore, the product can be deployed at a customer's own premises on a standard Windows Server in conjunction with the CRM software, Microsoft Exchange and/or other software applications.

" Bespoke hardware and industry compliant proprietary peripherals: an additional advantage is that the company can provide a range of proprietary hardware. - DESCRIPTION CONTINUES ON NEXT PAGE>>>

Target partner expertise sought:

- Type of partner sought:
Industry

- Specific area of activity of the partner:
IT company or Software House that owns or has full access to the source code for a CRM or Accountancy application.

- Task to be performed:
Integrate the UK company's IP Telephony platform within their CRM or Accountancy system

Country of origin: United Kingdom

Listed under: Information Processing & Systems

Key dates:

CONTINUES >>> Telephones, headsets and gateways (including ISDN and Analogue cards) are all OEM products that integrate seamlessly with the offered telephony software. This enables the introduction of unique features that are not available on the market thanks to full control over the equipment's internal firmware. This would also enable a prospective CRM partner to add value to a final product through customised hardware peripherals.

" Using a simple software script it is possible to access the status of the telephone system, its extensions and auto-responder (IVR) plus activate a wide range of commands, for example to start/end a phone call, record a call or initiate a conference call.