Serve Customers More Effectively with Microsoft Customer Care Framework 2008 and the OpenSpan Platform

Together, Microsoft Customer Care Framework 2008 (CCF 2008) and the OpenSpan Platform help drive a quality customer experience. CCF 2008 aggregates information from disparate line-of-business applications into a unified desktop with efficient workflows, without requiring the replacement of existing systems. The OpenSpan Platform complements CCF 2008 by enabling a wider range of applications—including Java, host, custom-built, or other legacy applications—to be more easily integrated into the CCF 2008 environment. The result is an optimized customer experience made possible by empowered and highly productive employees who are equipped with an integrated desktop that automates critical business processes and provides rapid access to necessary information.

CCF 2008 empowers customer-facing employees by aggregating the information they need and delivering it to them in a unified desktop environment. The solution also automates business processes, enabling employees to focus on customers instead of time-consuming manual tasks. The result can be an improvement in operational effectiveness and return on investment.

The OpenSpan Platform for CCF 2008 is a highly complementary enterprise solution for rapid application integration and automation on the desktop. Built on the Microsoft .NET platform, the OpenSpan Platform leverages the interactions between line-of-business applications and the Windows® operating system. This unique integration helps enable CCF 2008 customers to integrate applications and automate business processes quickly, in a highly repeatable fashion, without requiring highly technical skills or access to the underlying source code.

The OpenSpan Platform for CCF 2008 is a version of the OpenSpan Platform specifically constructed to assure a quality and stable integration with Microsoft CCF 2008. Pre-integrated with Microsoft CCF 2008, OpenSpan for CCF 2008 helps enable enterprises to more rapidly build integration and automations between disparate applications—ranging from modern Web applications and Web services to older legacy and custom-built applications. It helps enable Windows-based, as well as other desktop applications, and older legacy applications to benefit from a CCF environment.

Key Features

- Provide customer-facing employees with a single view across a wide range of applications:
  - Java, host, Windows, and Web applications
  - Web services
  - Legacy applications without an API
- Quickly model business process automations across a full set of applications
- Enable orchestration down to user desktops
- Extend existing applications with new functionality
- Further reduce CCF development times to accelerate ROI
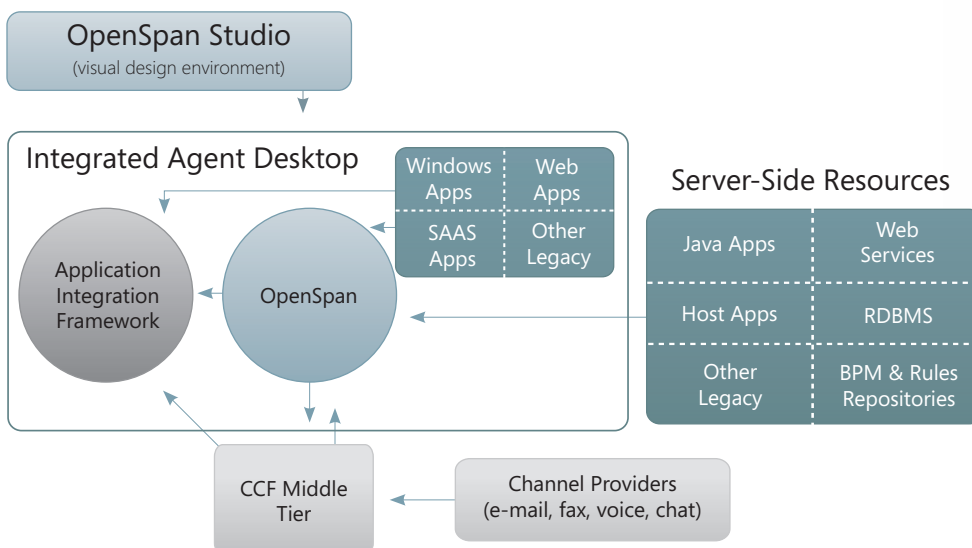
Key features of OpenSpan for CCF 2008:

- **Rapid integration of applications.** Includes the ability to integrate Windows (Win32®), Java, Web, and Host/Mainframe applications, as well as custom-built or packaged applications. Also includes the ability to integrate service-oriented architecture (SOA)–based Web services.
- **Automation of business processes.** Makes it easy to model and automate critical business processes in CCF 2008 environments. Orchestrates processes at the user's desktop.
- **Extensibility of functionality.** Allows you to add new functionality to existing legacy applications; for example, closed legacy applications can be extended with audit trails, logging functionality, or new workflows for compliance purposes.
- **Ease of implementation.** Leverage the visual programming environment from OpenSpan to rapidly build integrations and automations within CCF 2008 solutions. Easily modify solutions as business conditions change over time.

OpenSpan is a Microsoft CCF Depth Partner. The OpenSpan Platform has been utilized within a number of large enterprise CCF deployments internationally for more than two years. OpenSpan has also established relationships with several key Microsoft CCF implementation partners including Accenture and Avanade.

> "The OpenSpan Platform is a perfect complement to the Microsoft Customer Care Framework (CCF) because it drives the application integration, process automation, and extensibility of functionality that helps CCF deliver dramatic improvements in contact center efficiency."
>
> **Vish Thirumurthy**
> Microsoft Group Product Manager,
> Customer Care Framework

OpenSpan Studio
(visual design environment)

Integrated Agent Desktop

- Application Integration Framework
- OpenSpan
- Windows Apps
- Web Apps
- SAAS Apps
- Other Legacy

Server-Side Resources

Java Apps	Web Services
Host Apps	RDBMS
Other Legacy	BPM & Rules Repositories

- CCF Middle Tier
- Channel Providers (e-mail, fax, voice, chat)

For more information about OpenSpan for CCF 2008, visit **www.openspan.com**

For more information about Microsoft Customer Care Framework 2008, visit **www.microsoft.com/ccf**