



Microsoft Enters the Contact Center Market

Contact Center Framework Enables Multi-channel Contact Centers

by Richard Snow | 6/17/05 | Article ID: QT05-45 | Article Type: QuickTake | © 2005 Ventana Research

Take

One of the biggest challenges in creating a Contact Center has been the diversity of components needed to build a center. At the very minimum the list includes voice communications (ACD or VoIP), fax, email, a web interface, white mail management, intelligent contact routing, knowledge management, workflow, CRM, SOP, Case management, Agent Desktop management and Call Recording. Most of these are proprietary systems, so integrating them into a coherent solution has in the past required a significant custom systems integration effort. In March 2005, Microsoft launched its Contact Center Framework (CCF) product, which promises to change all that.. The CCF offering provides a .NET- and Microsoft Windows Server SystemTM-based framework, pre-integrates BizTalk and Microsoft SQL server, provides standards-based API's such as TAPI and TSAPI and allows enterprise applications to be managed at the agent desktop by exposing them as web services. Whilst some systems integration expertise will inevitably still be required, Ventana Research recommends that organizations looking to build a multi-channel Contact Center take a serious look at this new offering.

Related Research Notes:

[Contact Center Performance Management Research Agenda](#)

2005 Focus is Contact Center Maturity, Effectiveness and Innovation

[Performance Management in Contact Centers](#)

New Solutions Unlock Access and Provide Insight

About Ventana Research

Ventana Research is the preeminent research and advisory services firm helping our clients maximize stakeholder value with Performance Management throughout their organizations. Putting research in a business and IT context we provide insight and education on the best practices, methodologies and technologies that enable our clients to leverage assets to understand, optimize, and align strategies and processes to meet their goals and objectives.

Ventana Research Corporate Headquarters

1900 S. Norfolk Street, Suite 280
San Mateo, CA 94403

info@ventanaresearch.com
(650) 931-0880

Ventana Research Europe

2nd floor, Berkeley Square House
Berkeley Square, W1J 6BD London

europe@ventanaresearch.com
Phone: +44 (0) 20 7887 6012