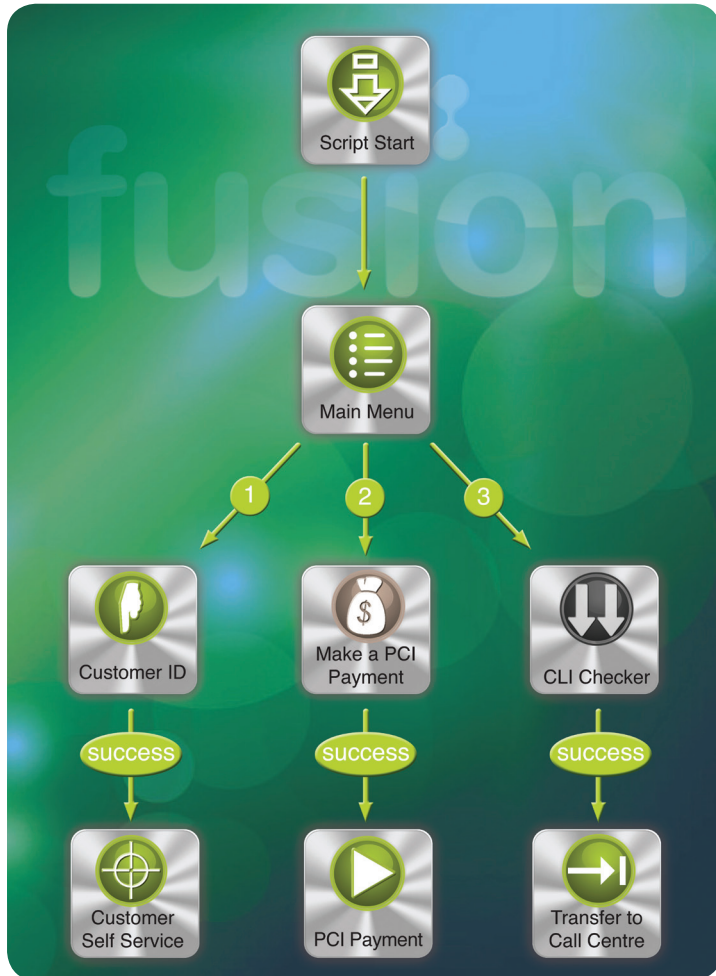




Fusion IVR Toolkit

Cut development time by up to 90% with Fusion - C3's powerful service creation and code generation tool.



Fusion Highlights

- **Rapid development and deployment** – Cut development time by up to 90% and get your services to market quicker.
- **Increased user scope** – Everyone can create or modify a service and easily collect customer requirements.
- **Comprehensive** – Flowchart format makes it easy to navigate and modify services.
- **Interactive debugging interface** – Allows you to precisely inspect and control Fusion services, even when they are deployed in a busy live environment.
- **Operational anywhere** – Access all the features of the editor from the web.
- **Encourages reuse** – Quick and easy to modify an existing service into a new one.
- **Easily manage prompts** – Create prompts via text-to-speech or telephony interface.
- **Cisco integration** – Fusion's SIP aware 'QuickQ' integrates directly with Cisco's Call Manager presence data.
- **Custom nodes** – Expert users can create and publish their own code into nodes.
- **Call Centre add-on node set**
- **Live queue monitoring**

C3's Fusion allows you to rapidly develop and deploy interactive voice response (IVR) services, helping you to respond faster to market demands, and dramatically cut your operational costs.

Fusion's intuitive drag and drop graphical interface removes the complexity from developing new services; anyone can create or modify a call flow using the software's simple flowchart format. Nodes (representing a block of functionality) and their associated parameters are simply joined together with links, enabling call flows to be defined extremely quickly.

As soon as the service has been specified then Fusion automatically generates all the complex code to make it, before distributing to C3's Service Manager Infrastructure. The fine granularity of C3's 4Voice is also available meaning that Custom nodes can easily be created, to ensure a particular individual requirement is met.

Operational everywhere, on any PC with an internet connection, services can be designed and specified actually using the editor. Naturally, Fusion will run in parallel to any existing C3 technology and interact with existing services. The result is a powerful service creation and code generation tool that will drastically lower operational costs, allowing you to concentrate on providing successful applications.

Benefits

- Deskilled service creation process helps you to develop and deploy new call services faster and cut operational costs
- Operate cost-effective and feature rich services
- Provide service flexibility and customisation
- Reuse elements from other services in new ones

Features

- Intuitive graphical user interface
- Automatically generate all required code
- Make changes to call flow quickly and easily
- Reduce time to market up to 90%
- Create your own Custom nodes

"New call services are often 'of the moment' so developing that service quickly is obviously extremely important to our clients. In the three months we have been using Fusion, it has helped us cut development time by between 35-50%, dependent on the application, which we have been very impressed by. We expect that, as we develop our own custom features and become more accustomed with the program, that we will be able to improve on that time even further."

Shane Carter, Sundial Telecom