

# ASPECT COMMUNICATIONS TARGETS SMALL AND MID-SIZED ENTERPRISES WITH IPHINITY

Submitted by: Gray Associates

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\*\* New Iphinity Call Center and Iphinity Workforce Management to provide affordable, turnkey solutions for small and medium-sized contact centres\*\*

Stockley Park, 2 September 2003 -Aspect Communications Corporation (Nasdaq: ASPT), the leading provider of enterprise customer contact solutions, has announced Iphinity, a new suite of bundled solutions built specifically to meet the needs of small and medium-sized contact centres.

The first new products of the Iphinity suite are Aspect® Iphinity Call Center and Aspect Iphinity Workforce Management (WFM). The Aspect Iphinity Call Center is available immediately. The Aspect Iphinity WFM solution will be available in the fourth quarter of 2003 in 50, 100 and 150-agent options.

With these two new solutions, Aspect brings 18 years of contact centre expertise to the small and mid-sized enterprise (SME) market. Designed with the reliability and high-end functionality typically associated with larger contact centres, Aspect Iphinity is a suite of feature-rich, affordable, turnkey solutions built to meet both the business requirements and financial resources of this unique set of customers.

As business growth demands, the Iphinity suite will also provide SMEs with the ability to scale up by offering direct upgrade paths to the Aspect Call Center, an industry-leading customer call-handling system for the enterprise, and to Aspect eWorkforce Management, another award-winning solution. By providing this seamless and cost-effective evolution, Aspect can ensure that every customer's investment in Aspect Iphinity is fully protected. In addition, the products are built entirely on open systems, which make them easy to integrate with pre-existing software and systems, providing additional cost savings both up front and long-term.

"A critical factor in current contact centre infrastructure decisions is the selection of the optimal approach among several architectural alternatives," says Drew Kraus, principal analyst at Gartner. "Best-of-breed solutions vie with all-in-one bundled suites and network-based offerings. VoIP and circuit switch are also competing options. Leading vendors need to offer compelling plans in all areas, including all-in-one bundles, which are critical to the mid-sized market."

Designed to enable SMEs to get up and running quickly, Iphinity Call Center and Iphinity WFM can be purchased as standalone products or integrated together for a complete, bundled solution. Aspect's flexible approach allows SMEs to integrate the Iphinity product line easily into their existing infrastructure.

Iphinity WFM works with more than 50 different media switches, providing customers with valuable options when building their contact centres. Aspect Iphinity also includes open APIs for easy integration with third-party applications that are essential to enhancing contact centre functionality, including voice recording and monitoring applications, as well as database and legacy systems for a more complete view of customer information.

"Increasingly, smaller businesses are asking for much of the sophistication and reliability of larger enterprise solutions, but with a pricing model and service plan that match their budgets," says Geoff Eagland, senior manager, Aspect Communications. "With the Iphinity brand, Aspect is committed to meeting the needs of the SME market not only today, but well into the future. Our open systems-based architecture coupled with a sensible upgrade path will allow these businesses to continue to expand their contact centres as their needs change-presenting us with a very compelling business opportunity."

#### Aspect Iphinity Call Center: A Feature-Rich, Proven, All-in-One Solution

Aspect Iphinity Call Center enables businesses with between 48 and 150 agents to quickly and efficiently tap into the feature-rich functionality, proven technology and flexibility of Aspect's solutions at an attractive price. Based on Microsoft's Windows® platform, Iphinity also allows for a combination of PSTN and IP connectivity, enabling customers to take advantage of the cost benefits associated with routing voice over IP to agents anywhere while still leveraging their investments in traditional voice infrastructure.

The Aspect Iphinity Call Center solution includes software, hardware, phone sets, administration, real-time and historical tools, implementation, training services and one year of technical support. Aspect Iphinity Call Center also includes a host of sophisticated features that have been refined and enhanced based on feedback from customers around the globe. Aspect

Iphinity Call Center features include the following:

- . State-of-the-art call processing of both inbound and outbound calls;
- . Precise call routing based on customer data, number dialled, caller choice options, agent skill sets and estimated wait time;
- . An easy-to-use graphical interface for developing call flows, quickly configuring and modifying agent resources and real-time and historical reporting; and
- . Optional add-ons such as redundancy, ability to network multiple contact centres together as a single virtual contact centre, load balancing, predictive and progressive outbound dialling software and campaign management.

## Aspect Iphinity Workforce Management: Dramatically Improves Performance and Efficiency

Aspect is renowned for its leadership in workforce management and is now bringing that proficiency to small and mid-sized businesses with the launch of Iphinity WFM. Aspect Iphinity WFM allows SMEs to manage workforce resources more effectively and to easily project future contact volumes more accurately-resulting in lower staff turnover, reduced costs and higher customer satisfaction overall.

Aspect Iphinity WFM forecasting and scheduling capabilities reduce the complexity of multiskill staffing and dramatically improve contact centre performance and efficiency. In addition, the software enables companies to track contact statistics throughout the day, compare them with projections and make quick adjustments as necessary. Aspect Iphinity WFM features include the following:

- A complete packaged solution with a pre-configured database;
- Easy installation, configuration and administration;
- Accurate forecasting of incoming contacts;
- Optimized agent scheduling based on employee preferences;
- Complete tracking capabilities including intra-day performance management and meeting planning; and
- Real-time and historical reporting.

With Iphinity, Aspect plans to announce additional bundled solutions tailored for the SME market. Future Aspect Iphinity solutions are planned to include additional IVR and self service, reporting and analysis, as well as multichannel options supporting PSTN voice, VoIP, e-mail and Web interactions.

### NOTE TO EDITORS:

About Aspect Communications

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Aspect Communications Corporation is the leading provider of business communications solutions that help companies improve customer satisfaction, reduce operating costs, gather market intelligence and increase revenue.

Aspect is a trusted mission-critical partner with more than two-thirds of the Fortune 50, daily managing more than 3 million customer sales and service professionals worldwide. Aspect is the only company that provides the mission-critical software platform, development environment and applications that seamlessly integrate voice-over-IP, traditional telephony, e-mail, voicemail, Web, fax and wireless business communications, while guaranteeing investment protection in a company's front-office, back-office,

Internet and telephony infrastructures. Aspect's leadership in business communications solutions is based on more than 17 years of experience and more than 8,000 implementations deployed worldwide. The company is headquartered in San Jose, California, with offices around the world as well as an extensive global network of systems integrators, independent software vendors and distribution partners. Aspect's UK offices are in Stockley Park, Uxbridge, Middlesex and can be reached on 0800 ASPECT (i.e. 0800 277328).

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