



## Integration of Premises Systems

The **effEctive**® Network-Based Contact Center allows you to offer your contact center customers a wide variety of features to meet even the most demanding requirements. Whereas contact centers are usually quick to use a network-based solution to augment the capacity of their premises solution on demand, they may be reticent to replace their existing equipment and might be downright married to CRM systems such as Siebel and SAP. That's why we integrate such systems on a project-specific basis. We have wide experience in integrating third-party products, e.g. via http(s) or SOAP, as well as via vendor-specific proprietary interfaces.

In addition to their own CRM systems, many contact centers have their own databases with a history of valuable customer data collected over a long period of time. Understandably, this data should be accessible to the agents. Database integration is easy for you to set up within the Visual Call Flow Builder, e.g. via http(s), SQL queries, SOAP access or even VoiceXML scripts.

[Contact us](#) to find out more on integrating third party applications like CRM systems.

