

## Envox expands to Europe with telephony partner

LOCAL developer Envoy Asia Sdn Bhd has appointed Switzerland-based Ascom Management AG as the European distributor of its iPCX computer telephony system for contact centres. The deal was concluded in June by Ascom Belgium on behalf of the Ascom Group and came into effect July 1.

Envoy chief executive officer Rodney Yap said the iPCX enables a high degree of customisation, while allowing new technologies, devices and standards to be incorporated without users having to buy additional modules.

He said: "A traditional computer telephony system in contact centres would include a PBX (private branch exchange), interactive voice response (IVR) system, automatic call distribution (ACD) system, voicemail, fax server, voice recorder, predictive outbound dialler for pro-active outbound calls and a computer telephony integration (CTI) gateway enabling access to data on other servers through the company's LAN (local area network).

"Many of these pieces of telephony equipment are proprietary and don't work with other vendors' equipment and thus lock customers into buying them all from a single vendor. Moreover, they can only communicate with customers' data servers through middleware."

The iPCX solution is essentially a Windows 2003-based Intel server containing the functionality of up to seven pieces of computer telephony equipment all implemented in software.

Envoy's iPCX system was created using *Envoy Studio*, a graphical user interface-based communications development platform by Envoy AB in Sweden.

"A traditional system supporting 10 contact centre agents typically costs up to RM750,000, while an iPCX system supporting the same number of agents costs RM250,000 or about three times less while doing exactly the same thing," claimed Yap.

Envoy plans to launch iPCX locally in August.

The company expects its European reach to significantly boost its revenues from RM837,000 last year to an estimated RM3.5mil this year and a projected RM5mil in 2005.

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