



Parallax Technologies Corporation

"A New Direction in Contact Center Solutions"

Why
Parallax
Technologies?



#1 Partnerships & Solutions.

At Parallax, we have taken the time to choose partners who are both leaders in their field as well as visionaries. Two of our partners made the upper Gartner Magic Quadrant for Feb 2010.

Our solutions manage the complete contact lifecycle so that the customer experience is smooth and pleasant and you don't wind up with loose ends. Our scalable solutions are built on a foundation of quality and results that satisfy a range of needs. They are full featured, enterprise-grade "all-in-one" solutions offering ACD with universal queuing for multimedia contacts and skills based routing; IVR with touch-tone or speech-enabled, self-serve options; CTI to facilitate integration with CRM systems and databases; call monitoring/recording for quality assurance; analytics; performance management; workforce management; surveys and reporting.



We have taken best in class applications and have turned them into great solutions.

#2 We understand our customer's customers.

We recognize you buy technology products so you can better serve your own customers – turning that superior experience into a competitive advantage. You want to give your customers choices in the media types they use to contact you. You need to give your employees immediate access to information and electronic documents, so they can respond more quickly to your customers. You want to provide automated self-service systems that enable your customers to complete transactions without frustration. So it isn't about you, and it isn't about us. It's about your customers. That's the attitude we take in designing and developing the solutions we sell.

#3 Our Experience is Specific.

Yours is not a generic, horizontal business and we didn't build our business by exclusively providing generic, horizontal solutions. Over the last 24 years, we've worked at learning about specific industries and what their unique requirements are. We've then taken that learning and put it into practice in the solutions we provide: Utilities, Insurance, Healthcare, Outsourcing, Retail, Education, Finance, Technology, Manufacturing, Government, Transportation, and Not-for-Profits...we speak your language.

#4 We know what the phrase "value-add" means.

We provide best practices experience. Our engineers have completed rigorous certification training so we can provide the highest level of service for you. We provide application development and implementation services that get you up and running fast for immediate results. Our solutions are customizable to meet your unique business goals. We help you break away from the complexity and constraints of traditional call center models.

#5 We've "right-sized" service.

We provide software solutions, not the "get-you-to-spend-a-small-fortune-on-services" solutions. Working from a fixed-price bid model, and differing from other vendors you'll deal with, we've developed a deployment and support methodology that gets the job done quickly and efficiently. It's an approach built on experience and best practices, designed to speed delivery and eliminate lengthy professional services engagements, along with the headaches and exorbitant costs that come with them. We believe services should support the product, but never burden it.



#6 The comfort of the cloud.

Cloud-based computing and hosted services are taking the IT world by storm—and with good reason. Your IT priorities may mean that in some cases you'd rather leave the work to somebody else. With us, that choice is always yours. Our Communications as a Service (CaaS) option allows you to make use of advanced functionality without the hassle of required infrastructure investment. The equipment is housed in a hardened Tier 4 data center and you get the advanced contact center and IP communications capabilities you need—while paying for just what you use. We also offer hosted disaster recovery services to ensure your business continuity. And we're adding more services all the time. We even allow you to make use of popular storage clouds like Amazon S3 so that your recordings and documents are always available and always secure.

#7 Our Solutions are open, using a standards based architecture.

We know you own other systems and that's why we only provide solutions that are open—with certified integrations available for most technology being used in contact centers today. Voice over IP initiatives can mean increased flexibility for agent workplace choices. Both the ability to connect agents to the corporate ACD system and the agent devices used are lowered in price. Contact center managers do not have to manage home devices such as phones, gateways and routers. The best practice is to deploy agent workforce options through standardized connectivity where those devices aren't needed.

#8 We provide business continuity, disaster recovery and remote survivability.

We do not provide the old multi-box approach as it is cost prohibitive to have a comprehensive business continuity plan and to execute it with so many boxes. Instead, we provide a single platform approach. With the migration to Voice over IP comes the consideration to easily move traffic between locations for the purpose of disaster recovery and business continuity. We help our customers put together a strategy with a clear plan in place for disaster recovery, redundancy and remote survivability. An all software approach makes a business continuity strategy affordable. With SIP proxy capabilities, our solution can handle basic outbound and inbound routing at branch locations when the network between the centralized application server and the agent is down. These software solutions run on most popular server brands such as standard HP or Dell servers keeping the cost low for a fault tolerant design.

#9 The Dollars just make sense.

Every other reason to do business with a particular vendor can look good, but if the value and return on your investment aren't there, nothing else really matters. We've focused our efforts on providing solutions that deliver the lowest possible total cost of ownership and the quickest and highest possible return. Open, standards-based, all-software, a choice of premise or hosted deployment models, prepackaged integrations, a reduced need for customization services, reduced power consumption and a single point of administration for all your applications..."it adds up to measurable savings, a lower total cost of ownership, and a great ROI we'd be happy to help you calculate."



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7640 Dixie Hwy., Clarkston MI 48436 Phone 800-929-2340
www.parallaxtechnologies.com