Case Study

gslab

Developing a communications platform having broad integration capabilities

A leading software company develops a communications solution that integrates with multiple UC & call center platforms

Executive Summary

Our customer is a leading software company in North America who wanted to develop a unified communication management solution that could easily integrate with an organization's existing infrastructure. Over the past decade, we have helped our customer develop multiple functionalities within the product and carve out key integrations with leading UC platforms. We also provide custom integration services to end users.

Overview

Organizations like call centers which use various communication platforms usually face challenges integrating their products with the current IT landscape. Organizations need to have a more holistic approach towards process integration for better customer experience. As communication platforms become the heart of any system, especially within the call center industry, management of such a systems becomes an extremely painful job for IT departments. Organizations either need to adopt to a completely new robust system or identify solutions which can help them bridge the gap. Our customer wanted to develop a solution that can address this gap. They wanted to develop a solution which can easily help IT departments manage and automate the provisioning of multi-vendor communication platforms while easily integrating them across internal systems.

Challenge

Our customer was looking for a product development partner who has strong expertise across identity & access management solutions and communication platforms. They were looking for a partner who would understand the needs of the growing company while providing the required flexibility, skills and delivery models.

Solution

Great Software Laboratory developed a communications management platform that could automate the provisioning of workflows for users & communication resources. Microsoft technologies were selected to form the core of the product. We not only built custom connectors to integrate it with various business applications on one end, but we also created communication connectors to integrate the platform with various communication tools.

We developed the following features on the platform:

- Automated workflow engine to add, modify, change and delete users and communication resources
- Onboarding and offboarding of users and communications resources such as phones, voicemails, agent logins, call recordings etc.
- Bulk provisioning and de-provisioning mechanism
- Provisioning portals
- Rule-based workflows
- Role-based access control
- Number and extension management
- Inventory database management
- Compliance management
- Web services to trigger MACD workflow transactions
- Report generation for various communication systems

Connector Development

Our team also helped the customer develop connectors for leading communications and contact center platforms like:

- Avaya
- Cisco
- Genesys
- Microsoft
- Oracle
- Nice in Contact
- AVST
- Variant

Integrations

Our team also worked on developing various integrations across business applications and enterprise directories to automate and manage the communication workflows.

These integrations include:

- IT Service Management tools like ServiceNow
- HR tools like Workday
- Identity Management tools like Microsoft Identity Manager
- CRM platforms like Salesforce and ServiceNow
- Directories like Microsoft Active Directory and LDAP

Professional Services

Our customer's USP was the seamless integration of their product with in-house business applications and directories. As a result, each of their implementations was custom built based on the internal systems their customers would have. Since our team had worked on product development, integrations and connectors - we were their ideal partner for providing professional services for their clients.

Impact

**Faster
time-to-market**

**Better customer
experience**

- Our experience in Microsoft technologies and strong expertise across IAM & communications domains helped us deliver the product in record time. This allowed the customer to reach the market quickly.
- Our rich experience in product development and deep understanding of the core product helped us provide fast implementation services to end customers.

Great Software Laboratory (GS Lab) has been the technology partner of choice to 100+ organizations across North America, Europe and Asia-Pacific for over 17 years. Leveraging our expertise in 130+ tools & technologies, we have created 300+ 'first-of-its-kind' solutions to real-world problems. Our 'Beyond code' philosophy ensures that we not only push boundaries of existing technologies but also try out newer problem solving approaches to keep our customers one step ahead of their competitors. Our global team of 1200+ employees is adept at creating 'real value' at each stage of the customer growth journey, right from proof-of-concepts to completely scaled up products. For more information about our solutions & offerings, please visit www.gslab.com

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