Looking Ahead

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This is the first edition of a new article I will be writing for each edition of Amtelco's Solutions Newsletter. An expanded version of this article also appears in the monthly Amtelco Insider newsletter Amtelco sends to all customers. Looking Ahead focuses on industry trends and new developments Amtelco is working on, providing information each of you can use in your future business planning.

This first Looking Ahead article examines soft switching which is a topic Amtelco has been focused on for quite some time. Soft switching is an industry development that has been gaining momentum over the last few years. Amtelco has long been the industry leader in switching with our XDS switching division. Amtelco and our customers have been fortunate that the Infinity switching platform has been so reliable and has continued to advance with updates such as integral call recording with Unity Logger and integral SIP trunking and operator audio with the Amtelco XDS VoIP board. Not all platforms have been so fortunate and this has driven the industry to move towards soft switching. Soft switching shifts the control and processing functions of the telephony away from telephony boards such as the Amtelco XDS VoIP board and to the computer CPU, with software controlling that CPU. Soft switching still requires a computer to run the switching functions, but offers advantages such as being capable of being virtualized since there are no specialized telephony boards installed in the computer.

Amtelco added soft switching to the Infinity Intelligent Series with a module called Genesis. Genesis was first released in 2013 as part of the IS 4.1 release that is now running at nearly 200 call centers. Genesis is tightly coupled with the advanced Intelligent Series applications and is administered within the IS Supervisor application. This provides the ability to add Genesis soft switching to an existing Infinity Intelligent Series installation to provide advanced call behaviors such as Smart-Paging, SmartCheckin, and MergeComm automated dispatching.

Amtelco continues to advance the Genesis soft switching platform. The current development focus for 2015 release is to add advanced ACD call routing, administered from the IS Supervisor application. The advanced ACD expands on the initial Genesis Emergency ACD first introduced in 2014.

We encourage anyone interested in soft switching and virtualization of your call center to contact Amtelco. We are excited about this opportunity to work with customers to enhance the services they can provide, to further enhance the Infinity Intelligent Series platform, and move it into the future with advanced soft switching capabilities. Feel free to contact me directly or reach out to your sales representative for a demonstration of Genesis.

Kevin Beale is vice president for software, research and development at Amtelco, a manufacturer and supplier of call center solutions located in McFarland, Wisconsin. Contact him by e-mail at kbeale@amtelco.com.
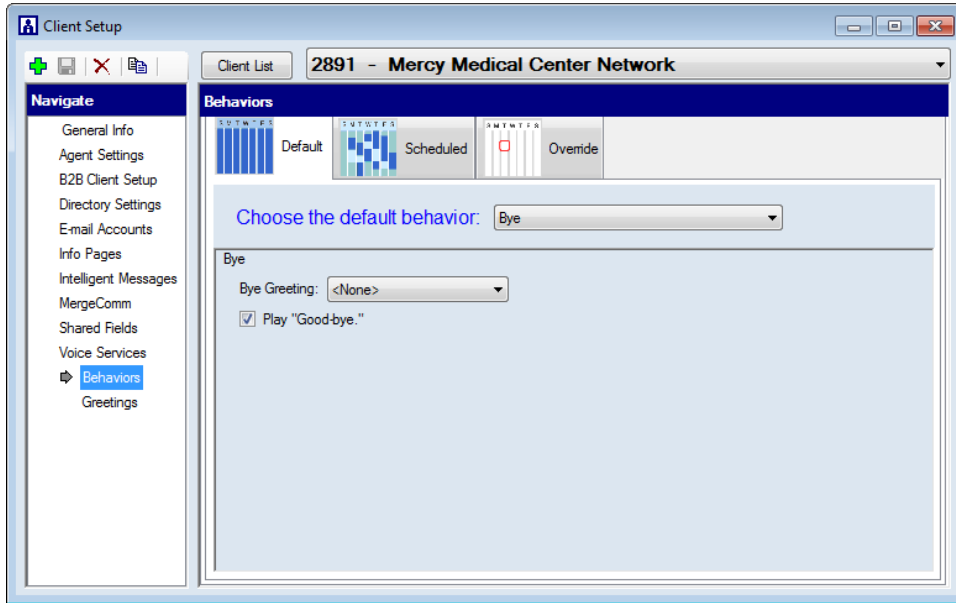
IS Voice Services leverages the voice processing abilities of Genesis to play client-specific greetings to callers.
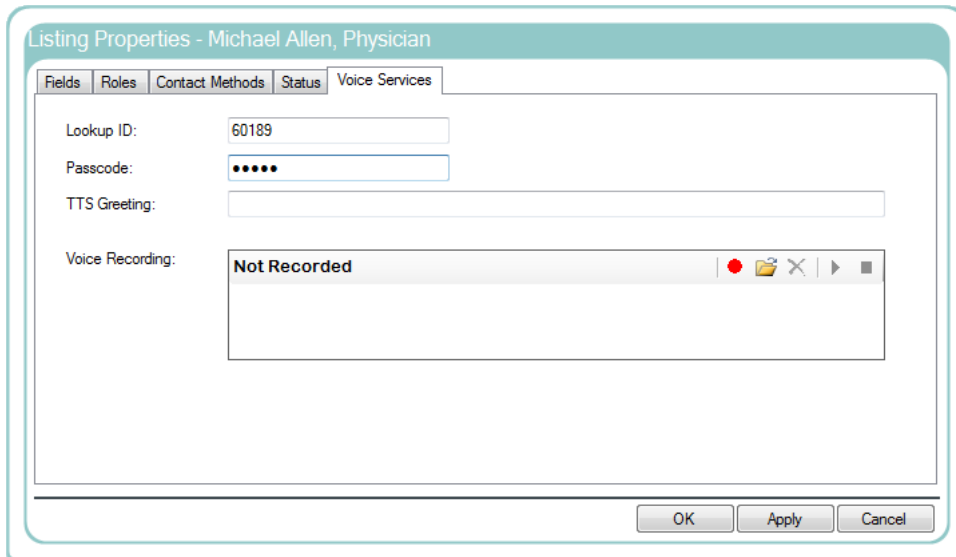
Individual IS Directory listings can be configured to use the text-to-speech feature of Genesis to play the names of individual listings to callers.