

Integrate

Real-time Integration for Dynamic Support

- Does your current support software allow you to easily and securely integrate data from your other systems?
- Does support integration extend to systems such as Oracle, PeopleSoft, SAP and SCT Banner: ERP Financials and Manufacturing, CRM, HR, or even applications developed in-house?
- Do you have, or are you constantly maintaining, data in multiple systems, simply so your end-users can submit requests using appropriate data and familiar terminology?



It's unfortunate that, until now, the support solutions available simply haven't allowed for genuine data integration, time and again requiring organizations to re-invent the wheel. Consequently, Customer Support and/or IT managers have struggled with limited choices: replicate and maintain the same data in multiple systems, or simply don't use common data.

The first option necessarily requires increased effort and additional resource, while the latter means that customers cannot relate their issues and requests to familiar data or terminology. Additionally, the organization loses the ability to enhance business intelligence through incorporation of integrated support data.

Now, and uniquely with COIGN Enterprise, organizations finally have the ability to provide dynamic, comprehensive integration for superior support. Real-time, secure data integration from key elements of core business systems, whether front or back office.

DATA INTEGRATION

The real-time, dynamic integration capabilities provided by COIGN Enterprise enable unlimited user-defined attributes for auto-population of data fields. Attributes that can be defined once yet incorporated into multiple ticket or process definitions. This means that, when customers submit tickets for issues and requests, the selection of data available to them is driven directly from your core systems. Data that is maintained through your core applications, thus ensuring data integrity and negating the need to re-invent the wheel.

Integration definition is a breeze, with wizard-driven setups that include auto-discovery and process validation. Simply select an applicable data set from your core system(s), with data that can be identified by a single, unique key, and COIGN Enterprise will do the rest. Even

if the core systems are located on other Oracle databases, alternative options are readily available for automatically retrieving that data.

Finally, and to ensure that your customers *always* receive the ultimate in user-friendly experiences, the COIGN Enterprise wizard automatically provides dynamic performance recommendations based upon actual data.

PROCESS INTEGRATION

Of course, COIGN Enterprise doesn't stop at real-time data integration. Integration also includes the ability to generate automated tickets external to COIGN, using the API Builder and associated processes.

Tickets that are generated from other systems are automatically incorporated into the same, centralized repository. Using this collaborative approach, external processes can take advantage of all the features available in COIGN. This includes, for example, integrated Workflow or Service level Agreements (SLA's) for automated processing and routing, or publication to the Knowledge Base.

Naturally, tickets defined with real-time data integration for custom attributes are also available for inclusion by automated processes. Therefore, a self-monitoring application can generate an automatic support ticket and directly refer to its own data!

SUPERIOR BUSINESS INTELLIGENCE

Integration isn't simply about the auto-population of data, or even auto-generation of tickets. It also offers organizations capabilities for superior business intelligence. The integration of support systems with enterprise data rapidly enables a competitive edge for greater success.

While end-users and customers will greatly appreciate the ability to use common data, business and operational managers will benefit significantly from the ability to incorporate support system data with their existing enterprise reporting.

Because COIGN Enterprise enables real-time, direct data integration from your core business systems, it naturally follows that data from your support processes can readily be incorporated into your reporting for those core systems.

For example:

A business that manufactures and sells "widgets" already reports on product sales and forecasted revenue, along with costs for manufacturing and possibly product returns. For customer and supplier support, they implement COIGN Enterprise and automatically integrate data from their manufacturing and financial ERP applications.

Therefore, when a customer raises a ticket on-line, whether for a sales quote, product inquiry or even product fault, they can select the appropriate widget, and

any attributes associated with that widget. Similarly with suppliers, they can raise tickets that advise of delivery for spare parts.

Business, sales and operational line managers can now correlate both supplier and customer information directly with widget reporting. Consequently, product managers can analyze trends and see patterns develop at an earlier stage that indicate a potential problem with a particular widget style.

Sales managers can incorporate and drill down to product queries and quotation requests when planning sales activity and marketing campaigns. Business managers can include summary level analysis for forecasting. If a particular widget has a high volume of issue tickets, there may be an impact on the number of satisfied customers, which in turn would impact future revenue.

All this is made possible by the fact that the same internal data used in the ERP systems are also used for support data. Therefore, data warehousing and reports developed for ERP data can be enhanced to automatically incorporate support data.

IN SUMMARY

COIGN Enterprise integration capabilities enable:

- Auto-population of ticket data

Always current, always-accurate data: built dynamically in real-time, and available during both ticket creation and ongoing updates.

- Intelligent API's for automated ticket generation

External systems can be enhanced to use COIGN's powerful API's and features to create tickets according to your business rules and processes.

- Smarter business intelligence through enhanced reporting

Extend reports to automatically include support and process data, or extend data capture to incorporate COIGN data to your data warehouse.

- Enhanced, custom user definitions with data mapped from your HR or other systems
- Tracking, trends and analysis using enterprise-wide data
- Mix and match of real-time data with static fields
- Asset tracking with integrated data defined your way from other systems

Your business will benefit from consistently clean data, customers will appreciate familiar terms, and lightning-fast response times will promote a significantly more positive support experience.