



LightLink Product Profile

Enterprise Data Sources

Including:

RSS/XML

*Universal/ODBC database
standard record stream*

CSV

LightLink Product Profile

Enterprise Data Sources

Including RSS/XML, Universal/ODBC database, standard record stream, and CSV

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1. Introduction

Inova Solutions is a global provider of real-time performance management solutions that help contact centers improve their operations through the use of actionable, real-time metrics and consolidated reporting, allowing you to gain insight into the relationship between the call center and overall organizational performance.

Inova's real-time performance management solutions are built on Inova LightLink®, a powerful middleware that extracts, calculates, and unifies data from multiple contact center, enterprise, and operating systems and prepares it for display to an array of visual outputs. Visual output options include multi-media digital signage, LED wallboards, agent desktop applications, and web-based dashboards. LightLink also allows you to program thresholds that trigger alerts, such as a messages, texts, emails, color changes, or audio notifications, when KPIs become out-of-compliance.

1.1. Executive Summary

Managers and frontline agents monitor real-time contact data to improve performance and respond to 'in-moment' customer service issues appropriately, accurately, and quickly. Monitoring real-time enterprise data along with contact center metrics allows them to easily gauge performance against organization goals and gain insight into the impact of operational activities on contact volume and types.

2. Data Types

LightLink can collect a variety of data from systems and then use that data to create actionable information through the application of business rules and logic, as well as arithmetic equations. Examples of informative real-time enterprise metrics, based on the primary function of the contact center, include:

- **Sales:** Total revenue, Revenue per agent or call, Close or Conversion rates, Percent to goal.
- **Customer Service:** Offer rates, New accounts opened, Services provided, Enrollment figures
- **Support:** Number of tickets opened, handled and closed; Escalation percent, Cost per call /contact
- **Collections:** Total revenue collected, Total revenue collected per agent, Conversion percentage

1.2. Information Sources

The LightLink system can collect information from the standard data connectors below, and from web services interfaces using Inova Professional Services.

- ODBC
- CSV
- RSS
- XML
- TCP/IP Record Streams
- Web Services with Inova Professional Services
- Salesforce.com

1.3. Universal Database Data Source

The Universal Database Data Source enables LightLink to retrieve an extensive array of data from any ODBC-compliant database systems, such as Microsoft SQL server, Oracle, and Access. The Universal Database Data Source also can import the contents of flat CSV (comma separated value) files.

ODBC, or *Open Database Connectivity* is a standard framework that allows any application to access information from any database, providing that they are both ODBC compliant, and that a suitable ODBC driver has been installed.

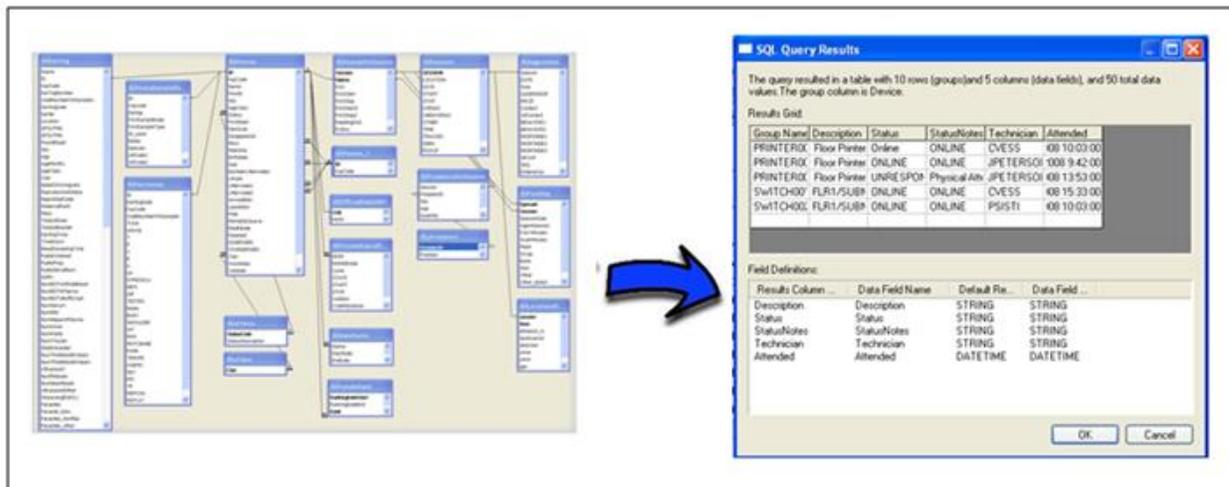


Figure 1 - Data from an ODBC database into LightLink

1.4. Internet News RSS/XML Data Source

The Internet News Data Source enables LightLink to retrieve an extensive array of information from internet sources such as news, weather and financial feeds. It can also be used to read formatted data from many backend systems, such as Automated Call Distributors, workforce management, or quality monitoring software. In Figure 2, RSS/XML data from an internet news feed (such as CNN.com) is converted into a form that can be read by Inova digital signage, wallboards, or other output devices with an XML transform file. Certain XSL transform files are provided by Inova Solutions, while others must be developed by the user.



Figure 2

The RSS/XML data source accesses these sources using the universal XML and RSS document formats.

- XML, or Extensible Markup Language, is a language designed to describe formatted data documents containing information which can be accessed by external applications, such as LightLink.
- RSS, or Really Simple Syndication, is an XML format for delivery of dynamic web content. RSS is used by online publishers to provide real-time updates of news, weather, and other information to keep people informed.
- XSL, or Extensible Style sheet Language, offers a flexible way to add style and formatting to raw data, so that the information appears in the most useful form.

1.5. Standard Record Stream

The standard record stream interface is can be configured to connect to streaming record sets of data coming through a TCP/IP socket connection. Historically this has been useful when interfacing to legacy systems which may have once used serial ports, but have been converted to use Local Area Networks.

1.6. Salesforce.com

Inova Professional Services can configure LightLink to pull select business data from your Salesforce system, where it can be presented with the real time ACD data already in LightLink. Alternately, Inova Professional Services can select information such as a daily or half day summary of ACD information and move it from LightLink into your Salesforce database so that your Salesforce users can include call volume and other metrics in the Salesforce reports that they construct and share within your business. In a typical project, our Professional Services team will need:

- A Salesforce Administrator to be involved and available to work with our team
- A sample Salesforce report showing any data to be exported from Salesforce.com
- A sample ACD report showing any data to be imported into Salesforce.com
- A named Salesforce.com account with the most limited security rights practical to meet the needs of the project