



WINTER NEWSLETTER #2

February 2010

Welcome to **mplSystems'** late Winter newsletter; we couldn't quite bring ourselves to call it the Spring newsletter with certain parts of the country still blanketed in snow so here's a second Winter helping, brimming with our news, technology releases and industry case studies. The Christmas period is often a quiet one but for everyone here at **mplSystems** there was little spare time with projects around the UK and in some interesting parts of Europe. We're also working on a brand new, ground-breaking contact centre product and have included a sneak preview on page 2 to whet your appetites. If you have questions about any of our articles and case studies, we'd love to hear from you. You can reach us on 0800 0931 474 or at info@mplsystems.co.uk.

CALL CENTRE, CUSTOMER RELATIONSHIP & SUPPLY CHAIN MANAGEMENT IN ONE NEAT PACKAGE

Studio Moderna was established in Slovenia in 1992 when its first contact centre was set up. As the leading retailing and home shopping business with a presence in some 21 Central and Eastern European Markets, its infrastructure is unique comprising 21 professional customer contact centres, employing 2000 agents and handling over 200 million calls a year in 20 different languages. The company's expansion strategy for the next 5 years requires a business suite software application covering call centres, customer relationship and supply chain management; a tall order especially when that solution will, effectively, be used by millions of customers expecting great service and all at a reduced operating cost for Studio Moderna.

Following a period of discovery workshops and technical development collaboration, **mplSystems** was awarded the contract to assist Studio Moderna with their 5 year plan.

The first phase of the project, entailing a Next Generation deployment of **mplSystems' intelligentContact™** multi-media contact handling platform, will support call distribution, order management, fulfilment and campaign activities. The second phase of the project is planned to complete the replacement of existing contact centre and CRM systems supporting the rest of Studio Moderna's network of Central & Eastern European contact centres.

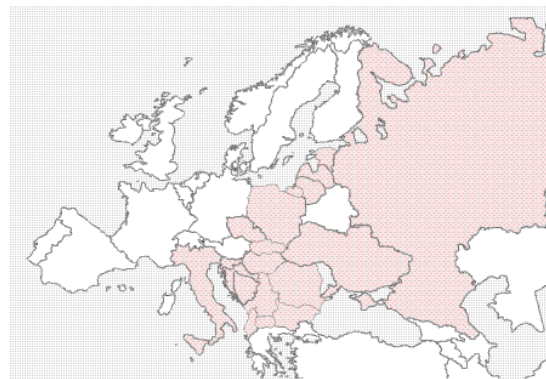
Incorporating all the ingredients of traditional contact centre solutions e.g. ACD, CTI, IVR, scripting package, database, messaging, workflow, scheduling, reporting and business process applications and designed around the Microsoft

Windows .NET platform using popular standards such as XML, HTML and SQL, **intelligentContact** can be incrementally adapted as the Studio Moderna's business grows giving them the agility needed to meet business objectives.

Eivind Schackt, CEO of Studio Moderna said "*This Customer Contact Program is a vital part of realising our expansion strategy. With the help of mpl Systems' software, we will strengthen our performance and capabilities in several CRM related areas: providing quality services, delivering excellent customer experience and greater responsiveness to our customer's needs.*"

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intelligentContact will support Studio Moderna's direct marketing services across Central and Eastern Europe



"Together with mplSystems we can build a solution that maintains Studio Moderna at the forefront of the home retail business which is exciting for all of us. We strongly believe our technical development with intelligentContact will help Studio Moderna reach its business objectives by having an agile system that adapts to our business quickly and dramatically enhances user experience for millions of our customers."

Tomaž Gorjup, CIO of Studio Moderna

THE CONTACT CENTRE IN THE CLOUD

“mplSystems and Message Pad have brought together 15 years of practical know-how in aurora.net. We see this as a global platform ready to serve customers at a moment’s notice and at a fraction of the cost of traditional solutions.”

Paul White, CEO
mplSystems

When your organisation needs to move quickly to ensure customer calls are answered, satisfaction is improved or to simply make cost reductions, **aurora.net** is the answer. As the contact centre is already built there is no costly capital outlay - it’s a simple pay as you use model which requires no extra hardware on your premises.

Simply connect your agents via the internet and divert your customer numbers to get the full power of *intelligentContact* at your fingertips. This new generation of Web 2.0 software allows you to control all features of a powerful

multi-media contact centre and CRM solution from your browser. With integral enterprise class security, resilience and business continuity from day one, you also benefit from easy access to our **Message Pad** outsourcing service which allows us to handle calls for you during your busiest times.

Aurora.net comes with hundreds of integrated functions that can

be moulded to fit your exact business needs quickly. This makes it easy to build more effective processes for your contact centre saving time, money and energy.

Look out for full details of aurora.net coming soon to our website www.mplsystems.co.uk.

*aurora.net ~
your contact centre in the cloud*



“After early demonstrations amongst our banking clients in South Africa, Fusion iConnect is not being seen as just best of breed but rather as a whole new species.”

Laurence Doll
Fusion Integration

FUSION TAKES INTELLIGENTCONTACT TO THE SOUTHERN HEMISPHERE

Fusion Integration was established in Johannesburg, South Africa, in 2002 as an implementation partner to Siebel Systems. Fusion’s services have expanded over the past 4 years to include the delivery of high quality contact centre solutions and, as a result, its client base now includes an increasing number of enterprise- size contact centres within the banking and insurance sectors.

The call centre industry in South Africa continues to grow very quickly with the South African government having identified it as an industry capable of supporting significant further growth. Fusion saw great opportunity for a more versatile and flexible solution for use by its many clients in the South African market and beyond which lead them to *mplSystem’s iContact* solution. *mplSystems’* multichannel contact centre and

unified agent desktop solution will be white labelled and supported by Fusion in South Africa under the name **Fusion iConnect**.



PARTNER NEWS

We are delighted to announce that *mplSystems* has recently been invited to become an **IBM Business Partner**. We have teamed up with IBM to put the power of one of the world’s most respected technology brands behind our business. This new partnership underlines our commitment to innovation and, as a member of the IBM PartnerWorld, we will be able to share with our customers IBM’s own innovate solutions designed to give competitive advantage and increased profit for growing businesses.



Microsoft Partner Network

As an established **Microsoft ISV Gold Partner**, *mplSystems* has recently renewed its membership to the new Microsoft Partner Network Programme and *intelligentContact* has again been subjected to rigorous testing by independent auditors to qualify as a Microsoft accredited solution. A part of Microsoft’s new initiative is to conduct customer satisfaction surveys on behalf of their partners

and *mplSystems’* recently published results place us at the head of the pack when it comes to exceeding our customers’ expectations.

