

Computer Telephony Software Vendor Secures Long-Term Customer Success with PIKA



As a developer of original software-based telephony products, InVADE™ International Limited prides itself on providing proven yet modern telephony systems to its customers. Its flagship product, InVADE, is a hardware-independent software switch that seamlessly integrates voice and data, making computer-telephony 'integration' obsolete. Used in call centers around the world, InVADE allows customers to convert a standard PBX into a call centre or even replace the PBX altogether by acting as a Windows-based dialer, recorder, and VoIP gateway.

In 1998, when the company began designing the InVADE software solution, it already had an existing base of satisfied clients. Previous experience as a software development house specializing in customized solutions for distributed integrated telephony users had given the company a loyal customer base. InVADE knew that many of those clients had legacy PBX or analog call centers in place and were not ready to entertain a VoIP solution or manage multiple call centers simultaneously. The company also knew that many potential customers for their new product would prefer using proven (and less costly) analog systems when setting up their call center over newer IP-based solutions. As call centers have complex routing schemes that include coaches, supervisors and hunt groups, InVADE's requirement for flexibility was obvious, and this is something PIKA could fulfill.

To be successful, InVADE realized that its new product would need to be able to stand on its own for customers who wished to use InVADE as a fully integrated telephony system, and also integrate seamlessly with the existing analog infrastructures.

Customer: InVADE International Limited produces the InVADE™ software suite - a Windows-based telephony system that integrates applications from various vendors onto a single server to support telecommunication-based applications.

Challenge: To ensure the latest versions of the InVADE system could easily integrate into legacy analog call centers and customer sites.

Solution: Used PIKA's DSP technologies to process and manage analog voice calls.

Benefits: InVADE can continue to serve customers who rely on legacy analog call equipment; reliability of PIKA boards provided InVADE with a stable solution.

Having worked with PIKA Technologies on a past project, InVADE once again turned to PIKA once again for help with ensuring that its solution would be suitable in both digital and analog environments.

A Solid Platform

Conversations with PIKA staff quickly convinced InVADE that integrating with the PIKA platform would allow the InVADE solution to function well in analog customer sites. By leveraging the capabilities of PIKA's Digital Signal Processing (DSP) functions, the InVADE solution would perform all the necessary call control functions such as setting up a call, connecting to an agent, ringing analog handsets or setting up a conference call.

"PIKA boards are known for their reliability, and that was a big factor in considering their platform for integration with the InVADE suite," says Claire Bunting, Marketing Director at InVADE. "We also learned that their platform would let us add features that would make a call center agent's job easier, such as message waiting indicators that would let an agent know that another call was waiting for them in the queue."

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Sound Decision

In 1999, InVADE decided to integrate with the PIKA platform in analog customer environments to provide those customers with seamless transitions to the InVADE system. Today, nearly all of InVADE's installations - legacy or Greenfield - make use of the PIKA platform.

"Not only were we able to provide our customers with a solution using their existing infrastructure, the PIKA platform has allowed us to provide additional features such as playing out and recording messages, setting up agent/coach facilities, and allowing an operator or supervisor to monitor each of the telephones within the system," adds Bunting.

Most importantly, InVADE's partnership with PIKA Technologies has allowed InVADE to continue to serve its loyal customer base and ensure their business long into the future.

About PIKA Technologies

PIKA Technologies designs and manufactures computer plug in voice cards and software that connect a computer system to both TDM- and IP-based networks to provide advanced voice services. For almost two decades PIKA Technologies has been serving companies around the world that require voice cards to design sophisticated phone services for recording systems, voice services applications, and PC-PBX systems. The company has built a reputation for delivering innovative products and exceptional technical support by working closely with its customers. Headquartered in Ottawa, Ontario, Canada, the company has ranked in The Branham300, an authoritative ranking of successful Canadian high tech firms, for five consecutive years. Visit www.pikatechnologies.com or call +1-613-591-1555 for more information.



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