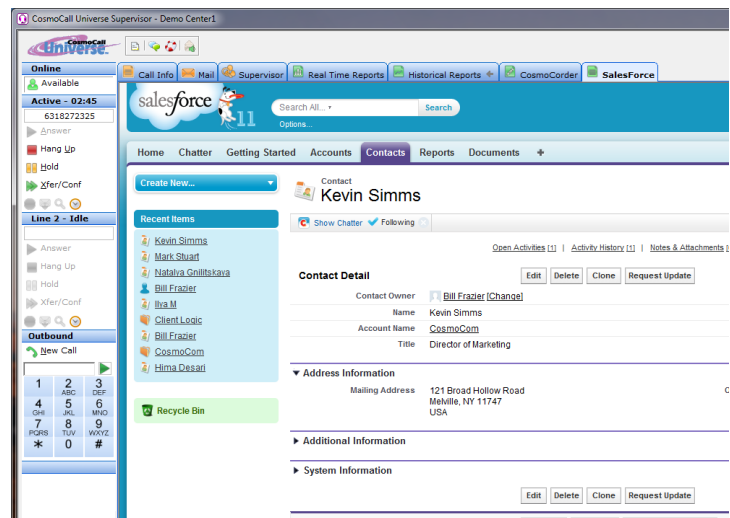


## Cloud-Based CRM Meets Virtual Contact Center

Salesforce.com is a leader in offering cloud-based Customer Relationship Management (CRM) for enterprises around the globe. CosmoCom's CosmoCall Universe (CCU) is a unified, multimedia contact center platform that empowers enterprise-wide consolidation of all contact center locations and applications into one or more virtual contact centers. Combined they provide organizations with an optimized, location independent solution for superior customer care from the very first contact through the entire customer lifecycle.

## Seamless Multi-Channel Communications for Salesforce.com CRM

CosmoCall Universe easily and flexibly integrates with Salesforce.com so that both can be viewed and managed as a single application on the agent's desktop. CCU handles elegantly handles the routing of incoming contacts to the right agent anywhere in an organization complete with the appropriate Salesforce.com screen-pop. For businesses such as outsourcers that require access to multiple CRMs or business applications, Salesforce.com can occupy a tab among the other applications within the CosmoDesk unified agent desktop. When a relevant call arrives the correct tab is automatically brought into focus.



*Powerful contact center functionality combines with leading cloud-based customer relationship management CRM*

In the background, CCU and Salesforce.com work harmoniously to exchange data. During an incoming contact, if a caller is identified based on information such as telephone number or customer ID collected from IVR or elsewhere, the agent receives a screen pop which is automatically populated with data from the Salesforce.com database. If no record exists, the agent can create one by simply entering the appropriate information. Since CCU supports multiple channels, the same process and procedures are applicable regardless of communication method.

## Power behind the Scenes

CosmoCall Universe is a complete contact center suite, providing all the advanced inbound and outbound capabilities needed by enterprises of all sizes. CCU combines multi-channel ACD, IVR/IVVR, CTI, predictive dialing, and multimedia recording, with powerful web-based administration and unmatched reporting tools in one all-IP, multi-tenant platform. The CCU platform:

- Integrates quickly and completely with Salesforce.com.
- Features unified queuing, routing, and administration for all media types and all agent locations.
- Provides a secure virtual contact center for any business unit, or includes it in the larger whole.
- Can capture and report upon any interaction to optimize virtual call centers.