The quality and speed with which telephone calls are handled is an important measure of an organization’s performance. MD110 ApplicationLink offers a functional integration of telephone and computer systems for better customer service, cost savings and increased revenue.

Increased capacity, service level and productivity are the basis for profit and business growth. Benefits from integrating the telephone and computer systems are strategically important to a company with such corporate objectives.

MD110 ApplicationLink is the computer-telephony integration (CTI) link that connects Ericsson’s MD110 PBX with applications running on computers and computer networks.

It is based on the ECMA-CSTA Phase I open standard interface, which allows the MD110 to support any CSTA compliant application or API. MD110 ApplicationLink also supports Microsoft’s proprietary TAPI interface.

MD110 ApplicationLink enables the computer to control the call, by answering, transferring, etc.
Highlights

- Open interface based on the ECMA-CSTA standard protocol, enabling integration with an application or API compliant with CSTA
- Support for Microsoft TAPI
- Intelligent routing based on ANI or caller input combined with information in a company's database
- Call-related data are automatically presented on the agent's screen
- Call handling services can be performed from the agent's computer terminal
- Direct connection to TSAPI-based applications on Windows 2000/2003/NT clients
- Multiple links for better reliability and increased flexibility

With MD110 ApplicationLink, calls can be handled more efficiently by allowing the agent to perform call handling services, such as making calls, answering calls and transferring calls, from the computer terminal. Synchronized screen management eliminates manual database searches and automatically provides the agent with call-related data on the computer screen. MD110 ApplicationLink allows a company to increase its service level and, at the same time, reduce call handling time.

Features

ANI (A-number Identification)

If the caller's number (A-number) is provided from the public network (external call) or within a MD110 PBX (internal call), ApplicationLink provides this information to the application, enabling the application to route the call based on the ANI or simply provide call-related data to the agent's screen.

Associate Data

A call can be tagged with Associate Data, which allows a call that is being transferred across a network to be monitored by multiple ApplicationLinks. It can also be used to tag a call that is routed to an IVR (Interactive Voice Response) before being queued in the ACD.

Caller Input

As ANI is not always provided and sometimes not even relevant, the caller may be prompted to leave an identification number and PIN code by the RVA in MD110 PBX. This caller identification may be used in the same manner as ANI. MD110 PBX can also be connected to an external IVR (Interactive Voice Response) for selection of services (automated attendant) or more enhanced information gathering.

DNIS (Dailed Number Identification Service)

The number dialed provides the application with information on where the call has been distributed, i.e., where call-related data might be presented. Alternatively, if the dialed number is an ACD pilot number, then DNIS is equivalent to a service selected and may in combination with ANI or caller input be used for synchronized screen management.

Transfer of Call Related Data

ApplicationLink maintains call identification throughout the duration of a call. When an agent makes an inquiry, sets up a conference call or transfers a call, this call identification also allows the application to present call-related data at the receiving extension.

Simplified Call Handling

Through ApplicationLink, an application can provide simplified call handling by, for example, allowing the agent to dial-by-name or perform other call handling services using a mouse.

Third-Party Call Control

ApplicationLink enables a third-party call control, allowing a secretary, for example, to monitor a manager's telephone or an application to make new calls on behalf of a telemarketing agent.

Device Monitoring

MD110 ApplicationLink is able to monitor digital (DTS), analog, CAS and cordless extensions as well as logical devices (ACD queues and CTI groups), allowing a call to be monitored throughout its duration. One MD110 ApplicationLink can monitor up to 8000 extensions.

TSAPI

A 32-bit client DLL is shipped with MD110 ApplicationLink, providing direct communication with TSAPI-based applications, thus eliminating the need to invest in a server-based TSAPI API, such as Novell's T-server (NetWare) or Dialogic's CT Connect (Ethernet). The client application must run on a Windows platform. Communication with MD110 ApplicationLink is provided via TCP/IP over Ethernet.
TAPI

TAPI is supported using the same 32-bit client DLL and the TAPI Converter application also included in the MD110 ApplicationLink product. TAPI Converter interacts directly with the CSTA interface. With TAPI Converter telephony, devices can be controlled by TAPI- and CSTA-based applications simultaneously.

Call Handling Services

MD110 ApplicationLink allows an application or an agent from a computer terminal to perform certain call handling services on behalf of one or several digital extensions (DTS). MD110 ApplicationLink 4.0 includes the following call handling services:

**Answer Call**
Answers an incoming call

**Alternate Call**
Alternates between two calls, putting the active call on hold

**Call Completion**
Initiates Call Back, Intrude, Camp on

**Clear Connection**
Releases the specified connected call

**Conference Call**
Sets up a 3-way conference call between the two active calls and a third party that is on hold

**Consultation Call**
Places an active call on hold while making an inquiry call

**Divert Call**
- Deflects a call from a ringing, connected or queued position to another destination
- Deflects a call from a CTI group with Maintain Queue Position
- Picks up a call that is alerting another device
- Picks up a call from the group number

**Escape Service**
- Enters DTMF digits
- Removes the queue position of a call queued on a CTI/ACD group
- Cancels a pending Callback request
- Clears a call queued on a CTI/ACD group
- Presses a programmable key on a digital telephone device
- Queries for Message Diversion on a device
- Enables or Disable Message Diversion on a device
- Cancels all diversions on a device
- Enters the account code on a device
- Enters the authorization code on a device
- Enables or disables a route point

**Hold Call**
Places a call on hold

**Make Call**
Makes an outgoing call

**Monitor**
Monitor start, monitor stop, change monitor filter, monitor a CTI group as a route point

**Query Device**
Queries Device for Do Not Disturb, Forwarding, Message Waiting, Device Information and ACD Agent State.

**Reconnect Call**
Disconnects the current active call while reconnecting a held call

**Retrieve Call**
Reconnects a call on hold

**Route Request**
MD110 holds a call and requests routing from the computer via ApplicationLink. MD110 establishes the route that the application selects and sends an event of the route status.
Set Feature
Carries out the following functions for a specified extension:

- Sets/resets Do Not Disturb
- Logs on/off as ACD agent
- Makes agent available/unavailable
- Forwarding Follow Me
- Forward when No Answer
- Forward when Busy
- Sets/resets Personal Number Profile

Transfer Call
Transfers an active call to another extension.

Events
MD110 ApplicationLink supports a number of events, providing the application with information about the call. These events reflect the status of an extension due to either the service requested by the application or any action taken by the agent.

Application Programmer's Guide
The Application Programmer's Guide provides application developers with a detailed description of the MD110 ApplicationLink 4.0 interface. The Application Programmers Guide is included in the MD110 ApplicationLink 4.0 Media Kit, EN/LZY 214 0209.

Product Overview
A Product Overview gives a brief description of all functions in MD110 ApplicationLink 4.0 as well as a list of system requirements. The document number is EN/LZT 102 2590.

Configuration
MD110 ApplicationLink 4.0 is a Windows-based application. Communication with the MD110 as well as with computer applications/API's is provided via TCP/IP over Ethernet using the ECMA-CSTA protocol.