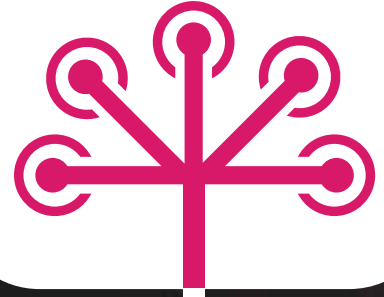




intouch  
advance

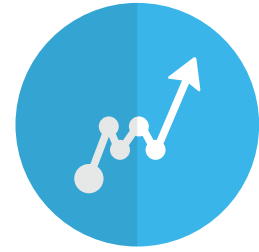
STORM FLOW



The communications  
integration  
platform



# HOW STORM BENEFITS YOUR BUSINESS



Storm connects people and their devices to information systems, helping you service the unstructured demand from both colleagues and customers for multi-channel communication

Storm is plugged into both our MSP, TDM and mobile networks, utilising both traditional SS7 and next-generation SIP and GSM protocols. The platform provides a wide range of services, from simple off-the shelf products such as inbound number management and cloud PBX facilities, through to highly bespoke contact centre environments.



Every storm customer has its own unique partition, enabling you to benefit from the economies of scale of sharing an enterprise-grade platform, whilst only paying for the services which their organisation needs.

Because storm can handle almost any kind of communication, and integrate with a vast range of hardware and software modules, it enables you to unify your communications estate on to a single platform, provided by a single supplier. You can manage all aspects of the service yourself through secure, intuitive web portals, giving you unprecedented agility and control.

## Just some of the benefits

- 1 Hundreds of communications services across different media including chat, email, SMS and voice
- 2 Scales from 50 users up to 2,500 users across any vertical sector
- 3 Scale and flex on-demand, able to handle millions of daily transactions
- 4 Uses integration to overlay existing systems and create IT synergy – no need to rip and replace
- 5 Intuitive, real-time interfaces deliver rapid time-to-service
- 6 'OpEx' pay-per-use model



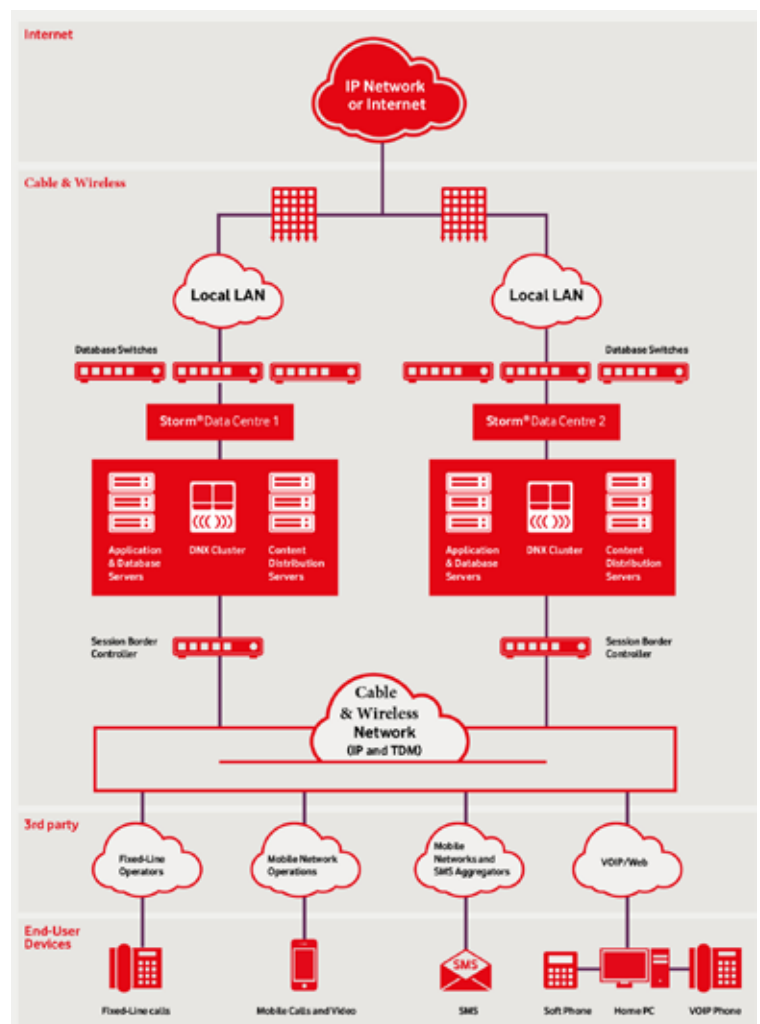
# OVERVIEW OF HOW STORM WORKS



Storm is directly embedded within Cable & Wireless's MSP network. This is designed so that there are no single points of failure and is dimensioned to withstand the failure of any two non-identical critical elements, across multiple geographically diverse locations.

Storm can provide value-added services to overlay your existing estate, delivering communications over the public networks (PSTN). Or, if you use storm to replace elements of your communications infrastructure, such as PBX or ACD equipment, these services are delivered via SIP over your corporate WAN.

All services are managed through a secure web portal which gives you the ability to configure services in real-time. Built-in version control gives you freedom to experiment, test and provision services yourself, while real-time and historical reporting gives you instant visibility across all communications channels



# STORM SERVICE

## Service Options

- **Multi-channel communications:**

Enable your colleagues and customers to use chat, email, fax, social media, SMS, voice, web and any other channel of their choosing to access a consistent set of information and services, including self-service automation, secure payments and contact centres.

- **Flexible integration:**

Integrate storm with your existing communications and data systems, including PBXs, automated call distribution (ACD) systems, CRM and WFM, to deliver communications-enabled business processes (CEBP) which help you increase efficiency and personalise customer service.

- **Enhance customer service**

Take advantage of market-leading capabilities for multi-channel queuing, using storm's surplus capacity to shield contact centres from peaks in demand and automate enquiries intelligently.

- **Reduce total cost of ownership:**

You can replace legacy voice networks with data, achieving cost savings and gaining access to advanced IP multimedia services. Then, if you have PBX or contact centre platforms which are end-of-life, you can migrate them into the cloud to give you flexibility across multiple sites and channels, eliminating costs for the maintenance of on-premise hardware.

- **Customisable workflow management:**

An easy-to-use drag-and-drop interface gives you deep control over the logic governing how customers access information and services across multiple channels. You can update messages and workflows in real-time to react to unfolding incidents.

- **Real-time and historical reporting:**

Gain detailed visibility of key metrics across your entire estate, helping you to monitor performance to the second.



## Service wrap

- **Leverage existing technologies:**

Storm can overlay and add value to your existing infrastructure, and / or replace key hardware and connectivity components in your communications estate. That means you can migrate to the cloud at your own pace, avoiding hefty capital expenditure and achieving a cohesive approach to procurement of communications services.

- **Single platform for a range of services:**

Consolidate your communications estate by using a shared infrastructure in the cloud, benefitting from far greater security and resilience than you could build within your own network

- **Unlimited service instances:**

Thousands of different service configurations already exist on storm, and you pay for only the features which you require, as well as choosing how you filter down control to different parts of your organisation.

- **Consultancy and training:**

Our experts can advise you on the best ways to take advantage of storm's rich range of functionality, helping you to both plan and execute your migration to the cloud

- **Online portal self-management:**

Configure and monitor your services in real-time through a secure, intuitive portal accessible from any location

- **24/7 support and 99.999% availability:**

Resilience across multiple sites, network connections and hardware components ensure that your mission-critical services are protected, with configurable disaster recovery built-in

- **Level 1 PCI and ISO27001 security:**

The accredited operational processes behind storm mean that your key communications channels are safe



# STORM TARIF STRUCTURE

storm has a three-part charging model



## 1 Professional services:

Charged by the day or by the hour, professional services cover setup, training, consultancy, bespoke integration and development work

## 2 Software licence hosting fees:

Licence fees are charged on a per-user, per-month basis to give you step-by-step scalability in your adoption of storm services

## 3 Transactional charges:

This is a charge per transaction, whether that's a voice minute, an SMS, an email or another type of communication, which is levied for the utilisation of platform resource. This means that your costs will be aligned with successful usage of the service.



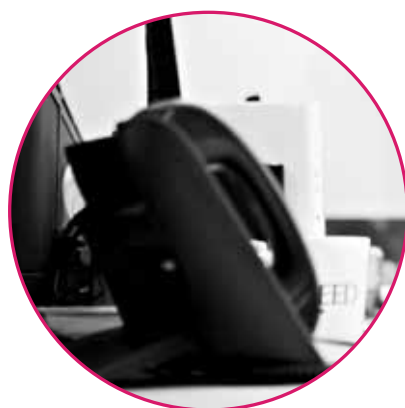
# OVERVIEW OF HOW WHAT INDUSTRY EXPERTS SAY



“Storm’s drag & drop interfaces are fast and highly intuitive, and being able to self-service so easily has saved us a vast amount of time and effort. Real-time information means we can be more responsive to changing patterns of contacts, helping to refine and adapt our service to current demand. Using the same interface to handle voice and text interactions has helped us realise further cost savings, and we anticipate additional benefits going forward as we migrate more of our estate onto storm.”



Tejpal Singh, Head of Contact Centres,  
National Rail Enquiries





intouch  
advance

Distinct Advantage

w [www.intouchadvance.co.uk](http://www.intouchadvance.co.uk)

e [contact@intouchadvance.co.uk](mailto:contact@intouchadvance.co.uk)

t 0844 568 0000

f 0844 544 8101

a Festival Building, Ashley Lane, Shipley BD17 7DB