INDRA OFFERS INTERACTIVE PHONE CUSTOMER SERVICE SOLUTIONS FROM THE CLOUD

- **The multinational has included ADMIRA in its In Cloud catalogue, the company's integrated solution that offers advanced phone and voice technology capabilities to businesses and professionals**

- **The cloud version will allow users to define their services in a personalised, economical and very simple manner via the Internet, without having to invest in a proprietary infrastructure**

- **This platform forms part of the multinational consulting and technology firm's new SaaS portfolio, which currently includes more than 35 solutions**

The multinational consulting and technology firm will offer advanced, interactive phone customer services with all the cost-reduction, simplicity and efficiency benefits associated with cloud computing models. The company has moved ADMIRA (Advanced Multimedia IvR Architecture) to "the cloud". This end-to-end platform provides personalised customer service solutions to businesses, professionals and public sectors.

This cloud version eliminates the costly roll-out of the servers and telecommunications equipment traditionally involved in IVR (Interactive Voice Response) platforms --customers only pay for what they use-- and it also allows the solution to be available automatically (click&go). Its use also does not require an initial investment in licences or in maintenance and user support. Another significant advantage is that it improves the traceability and information security of the company. Indra provides all the mechanisms required to guarantee network security, user authentication and access management to the application resources.

If businesses and organisations require corporate information to be used by the IVR services, ADMIRA must be connected to them via communication protocols that are compatible with cloud solutions.

As an added value compared to other solutions available on the market, ADMIRA is an integrated platform that includes interactive voice services as well as TTS (Text-To-Speech) / ASR (Automatic Speech Recognition) technologies for several languages. In other words, it offers advanced capabilities that enable creating a synthetic voice from text as well as interpreting what is said by a person and recognising it as text.

Easy-to-personalise services

The ADMIRA platform allows customers to define fully personalised phone services through a web portal, without requiring knowledge of the technologies used. They have a series of

templates with the phone services that have been specially designed for their professional sector and are accessed with the support of a configuration assistant. In addition, they can make changes or activate and deactivate services remotely via the portal at any time. The services can also be integrated with other internal company systems such as queries and modifications of personal data, orders or appointments, among others.

The solution consists of purchasing a certain number of phone lines, which will vary in accordance with the number of calls to be handled concurrently. This makes it possible to select a basic model, as in the case of a freelancer, or an advanced model, as in the case of a company.

Indra has key customers for the implementation of convergent service platforms in countries such as Peru, Mexico, Argentina, Guatemala and Panama. In Spain, its solutions handle more than 25 million calls each day for customer service solutions, landline network cards, prepaid mobile networks or the voice delivery of SMS in landline networks, to name a few.

On the cutting edge of Cloud services

The "cloud" version of Admira is part of the multinational consulting and technology firm's new SaaS (Software as a Service) portfolio currently made up of over 35 solutions that address specific business needs with the idea of gradually adding new products incrementally.

Indra is on the cutting edge of cloud computing services and solutions thanks to its comprehensive offer, called Indra InCloud, which covers the entire value chain of information technology services: from consultancy (helping customers optimise their capacities and minimise their costs) to the development of new solutions and the outsourcing of IT services.

One of the main objectives of InCloud is the development of Software as a Service (SaaS) solutions that address specific business needs. To this end, Indra offers its customers a wide range of "end-to-end" solutions adapted and tailored to each sector (public administrations, healthcare, energy, financial services, industry, etc.) designed to expand the functionality of their IT infrastructure.

This product is part of a new proprietary Cloud Computing model called Flex-IT developed to provide on-demand services to its customers. Flex-IT is based on the premise that managing information technology requires a combination of traditional and virtual models supported on private and/or public clouds, while maintaining a unique vision with a hybrid management approach. This delivery model, more evolved than the traditional one, represents a significant change in the way outsourcing services are offered, as it provides access in record time from any location with customers paying only for what they use.

.