XCALLY: GLOBAL CALL CENTER SOLUTION

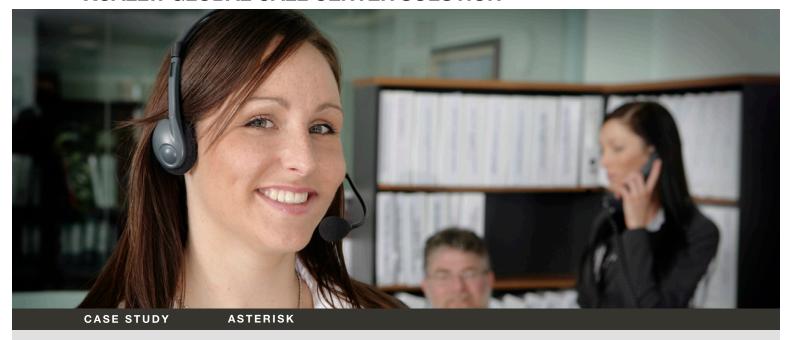**CASE STUDY   ASTERISK**

In early 2007, a team of passionate VoIP experts implemented the world's most widely used open source telephony platform, Asterisk, to launch a flagship software solution for the global Contact (Call) Center market called xCALLY. Founded in the technology department at the Polytechnic University of Turin, the xCALLY team was led by Diego Gosmar, sales and marketing manager, and Giuseppe Innamorato, chief technology officer and product manager for Xenialab.

Asterisk, sponsored by Digium, is an open source Linux-based PBX framework that provides developers with tools needed to customize state-of-the-art communications applications. Gosmar and Innamorato used their extensive expertise managing complex Asterisk designs and deployment to customize Asterisk for xCALLY.

The xCALLY client provides a seamless multi-channel agent experience: voice and chat

Powerful SIP-PSTN Gateways From Digium Help Connect Worldwide Call Center Software Solutions

xCALLY is a suite of applications custom-made for call center agents and supervisors to provide each agent position with a seamless multi-channel experience using a flexible and powerful onscreen phone bar. The xCALLY phone bar lets operators manage multiple tasks while interacting with the customer on the phone, e.g., they can Auto-answer, put calls on hold, transfer calls, and manage call-related tasks such as accessing CRM information and job tickets, which are tied to third-party applications.

Supervisors and managers have even more manageability. Supervisors can monitor calls in real-time or use the Whisper/Barge-In feature to talk to an agent during the call for training purposes. Managers can easily scale-up from a handful of agents to several hundred quickly. Designed to optimize the agent user-experience, Asterisk drives the phone bar's flexibility and is available with all Microsoft Windows Operating systems and Android.

According to Gosmar, one of the challenges they faced in launching the product was the need to connect via standard PSTN lines. The company was able to get many legacy contact centers up and running using pure SIP Trunking, but what the xCALLY team was really looking for were powerful SIP— PSTN media gateways that are also easy and quick to setup. In the end, Digium's E1/T1 Gateway provided the answer.

The Digium Solution

Looking specifically at the SIP Media Gateway market, xCALLY had a number of options, but many of them were highly complex to configure and to manage. Competing gateways were also expensive, driving up the total cost of ownership. In early 2012, the xCALLY team was among a select group of companies chosen to help conduct a new market entry assessment for the University of California in L.A., as part of the UCLA Anderson Management Global Access Program (GAP) in Los Angeles. The group began analyzing the Digium Gateway as a component in a possible international go-to market strategy.

After extensive testing, Gosmar says they came up with a full set of insights and new ideas about the PSTN interconnection, using the Digium Gateway E1/T1. "Not only is the Digium Gateway really simple to configure," says Gosmar, "but compared to the other media gateways in the market, we began to realize even more important benefits in our labs by late 2012. The integration capabilities we could leverage using the Digium API would provide a seamless user-experience for our xCALLY resellers and customers. "By using the Digium Gateway API, we had full integration between our Asterisk Contact Center solution, and the E1/T1 Digium media gateway," Gosmar continues, "Before that, it took many hours to make a full standard PSTN configuration in order to release the solution. Now it takes just few minutes!"

xCALLY agent's pop-ups and real-time monitors

The seamless xCALLY/Digium Gateway integration is also beneficial in terms of management and scalability, especially for customers looking to protect their investments by steady, systematic growth. "Keeping in mind the main purpose of our project: to keep it powerful but simple, we started to develop the xCALLY TRUNK web interface," says Giuseppe Innamorato. "The idea brings us to a very clean and easy-to-use web interface, in order to perform the PSTN connections with just a few simple clicks."

xCALLY-TRUNKS: The Web GUI was developed using the powerful Digium API. Set-up and configuration of Digium gateways is simple.

Using the new xCALLY TRUNK interface, they can now set up new SIP Trunk and PSTN live connectivity routing with a pure web configuration in just a few steps. This makes the managerial and operational conversion from one solution to xCALLY much more affordable than before. Gosmar and Innamorato recently wrote the first Italian language book on Asterisk entitled *Asterisk e Dintorni: la guida italiana al VoIP Open Source*, featuring a preface by Digium founder, Mark Spencer. Looking toward the future, Gosmar strongly believes they can guarantee a high level of investment protection to emerging call center software markets and companies that would like to use xCALLY, integrated with Digium Gateways.

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