

Dear Teledata Customer,

If you want to enhance employee productivity, shorten response times, encourage collaboration, improve handling of new accounts and boost the ROI of both your IP phone system and CRM system, what better way than to give your users all the customer information they need at their fingertips?

In June 2007, ShoreTel announces seamless integration with an industry leading CRM package, [Salesforce.com](http://Salesforce.com), making the combined power of voice and data that much easier for enterprises.

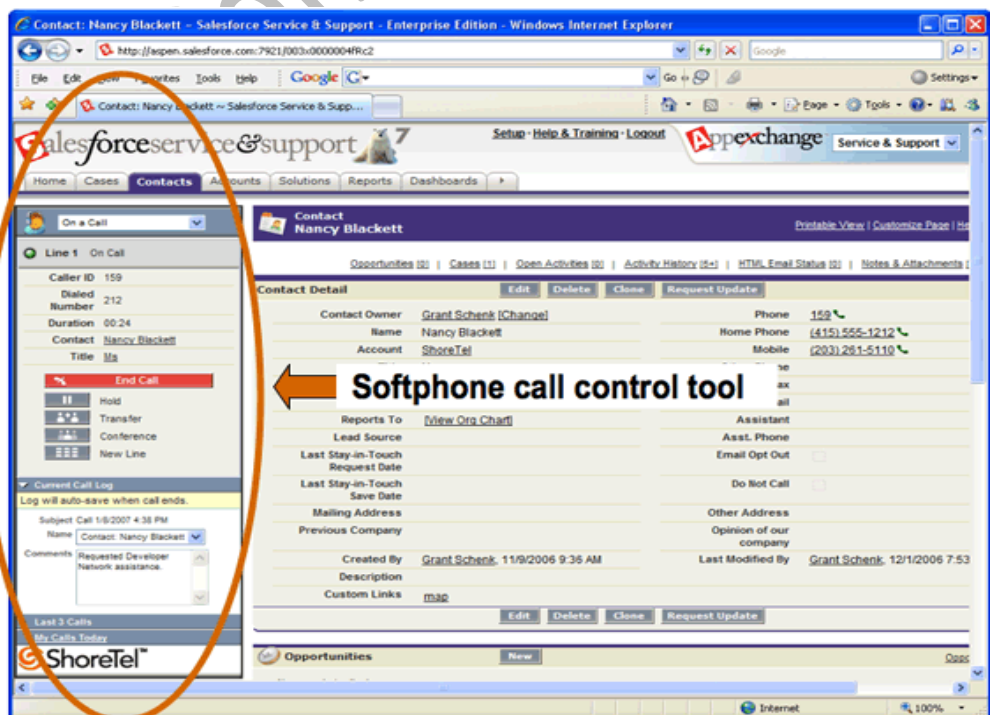
The ShoreTel salesforce.com Call Center Adaptor uses salesforce.com's Apex Web service API with ShoreTel's telephony application programming interface (TAPI) to further exploit ShoreTel's distributed architecture in the context of integrating voice communications with core business processes. ShoreTel salesforce.com Call Center Adapter gives agents the ability to perform a number of key tasks in real time directly within the Salesforce Service & Support Call Center Edition. Features of Salesforce.com's Call Center Edition include a Softphone call control tool with automatic call logging and screen pops to accelerate agent productivity, reduce administrative work and help agents improve customer service.

**View/change agent status:**  
 -Available  
 -On a Call  
 -Wrap-up  
 -Not available

**Manage calls from the desktop.**

**Associate notes with calls.**

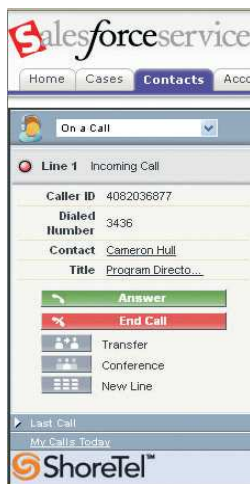
**Share call notes in real-time when call is transferred among agents.**



**Softphone call control tool**

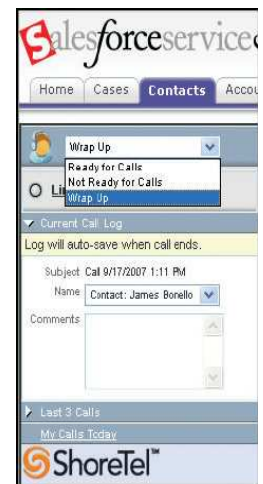
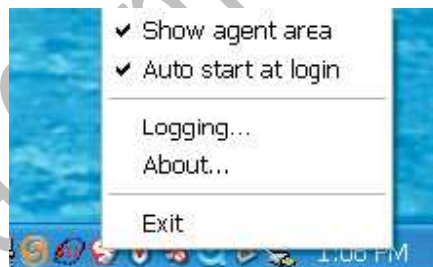
With CRM at the core, key benefits of the solution include the ability to:

- Conveniently place calls from within individual contact or account records by simply clicking on highlighted phone numbers.
- Trigger on-screen pops from incoming calls that contain related account information.
- Allow both users and workgroup agents to attach comments to a call log, as well as write notes during live phone calls.
- Use one application for both call control and data management.
- Allow users to optimize their work environment through personal settings and customized screen page layouts.



**"ShoreTel has made leading call center functionality available via the AppExchange so that salesforce.com customers can help increase customer loyalty and community success."**

*—Matt Holleran, Vice President, AppExchange partners*



The Call Center Adapter has built-in features intended to ease future integration with Interactive Voice Response (IVR), Automatic Call Distribution (ACD) and other applications. These features are available for use by programmers developing custom solutions using the ShoreTel COM or TAPI Software Developer Kit through the ShoreTel Developer Network. Learn more at [www.shoretel.com/partners/developer/](http://www.shoretel.com/partners/developer/). Alternatively your ShoreTel reseller can arrange for ShoreTel Professional Services to create these custom IVR and ACD solutions for you.

Please click [here](#) if you would like to see a real-time demo of this application.



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