



Notes

The above diagram depicts Surado's Computer Telephony Integration for an IP based telephone system. An incoming call comes in through a telephone switch before it is routed to the appropriate extension. LAN lines are connected to each telephone. Computers on the LAN are connected to the LAN through individual telephones connected to each computer. When an incoming call is directed to an extension, Surado CRM CTI application residing on the computer is automatically alerted and pops up the Surado CRM Contact Screen for the person calling in. A variety of features are then available to the end user – To continue working on the Surado CRM system, to put the contact on hold or to transfer to another extension. A variety of configurations allow you to configure the system to automatically fill marketing related information including which 800# was called as well as tracking an activity – whether it is – called received, called transferred, etc.

For more information about Surado CRM CTI and the telephone systems support by Surado, please consult your Surado Senior Solutions Manager at 1-800-4-SURADO (1-800-478-7236) or 951-682-4895 or visit us on the web at www.SuradoCRM.com. * These