



NOBLE • NEWS

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NOBLE SYSTEMS

celebrating

20

Years!

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Noble Systems Celebrates 20 Years of Innovation and Service to the Contact Center Market

On August 28, 2009, Noble Systems celebrated 20 years of delivering innovative products and services for the contact center marketplace. Throughout the last two decades, Noble has achieved a number of milestones, growing from a start-up technology provider to one of the industry's leading developers of contact center solutions.



Here are some facts about Noble Systems' 20-year history:

- > Founded in 1989, Noble Systems began as a small group of contact center veterans who were looking to develop a new system for automating outbound contacts. Today, Noble Systems has over 250 employees in offices around the world. The average tenure for employees is 6+ years.
- > Noble has developed a world-wide network of offices, with its Atlanta, Georgia-based corporate headquarters and sales and support centers in: Sydney, Australia; Sao Paulo, Brazil; Denver, Colorado; New Dehli, India; Oklahoma City, Oklahoma; Manila, Philippines & Manchester, UK. Noble also has reseller partners in India, Mexico, the Philippines, South Africa, and the UK.
- > In 2006, James K Noble Jr, President & Co-Founder, received the American Teleservice Association's *Pioneer Award* for his dedication and support of the inbound and outbound marketplace, domestically and internationally, as well as for his leadership role in promoting the contact center industry.
- > Noble solutions power millions of customer contacts every day, from tens of thousands of agent stations at 3,000+ client sites around the world. A 2008 Frost & Sullivan report ranks Noble as the 3rd largest contact center technology provider in the U.S. and the 4th largest provider in the world.
- > Noble's technology line has expanded from the **ATOMS®** automated dialer to the **Noble® Solution suite** for Enterprise contact center management, including a unified platform for managing inbound and outbound contacts with advanced dialing, routing and IVR features, agents and center resources from workflows to workforce optimization, and quality assurance with recording and monitoring tools. Brands also include **Noble CCS** and the **Noble TouchStar** line for SMB organizations.
- > Noble's innovative development efforts have been rewarded numerous times, receiving recognition from *Customer Interaction Solutions*, *Communication Solutions*, TMC Labs, the ATA, Collection Technology, *Collection Advisor*, Frost & Sullivan, & more.
- > Noble is actively involved within many industries, as a member of the ACA, ARDA, ATA, DMA, SOCAP & others.



NSC's in-house call center – pictured here in the 1990s – and call center partners serve as live testing centers for Noble products.

Reflecting on the Past – and Looking to the Future

A letter from James K. Noble, Jr.

When my father and I founded Noble Systems, our goal was to help telemarketers dial more efficiently. Coming from inside the industry as call center operators, we believed in the value that an automated system could bring. We incorporated NSC in August of 1989, and we have been enjoying the ride ever since.



Watching the evolution of contact center technologies and seeing our organization grow from a 'dialer box' to emerge as a market leader for unified and best-of-breed point solutions has been a tremendous experience. Of course, there have been continual challenges along the way, and the highs and lows of working through them. The increase in legislation was critical for many of our clients; we needed to respond quickly to help them stay in compliance. Every day, there are new tools and technologies that can help our clients work more effectively and reduce costs, and keeping ahead of the curve pushes us to continue to innovate and develop new solutions.

When I talk to our clients, the focus is not only on how our advanced technologies help them succeed in their businesses, but also on the amazing quality of the people that make up Noble Systems. The team of professionals that we have assembled is one of the primary reasons that Noble has been able to achieve its level of growth and performance – offering 'big company' solutions while maintaining the personal attention and service level that our users have come to expect.

More importantly, there is you, our family of clients – the driving force that brings us together each day to do our best. You represent the complete spectrum of customer relationships, across a diverse range of industries, from locations around the world. We know that there is tough competition in our market, and we truly appreciate that you have selected Noble Systems as your contact center technology partner. We cannot succeed until our clients succeed.

I am looking forward to seeing where the next twenty years takes us on our journey together.



Telemarketing Sales Rule Update

Beginning September 1, "robocall" are prohibited unless the telemarketer has obtained permission from consumers who say they want to receive them. Penalties can be as high as \$16,000 per call. Visit www.ftc.gov for more information.



Noble Systems Continues Growth with TouchStar Acquisition

Noble Systems continues to expand its position as a leader in the contact center technology industry with the acquisition assets from TouchStar Software Corporation. The acquisition further improves Noble's small and medium business (SMB) offering to complement its large enterprise solutions, and provides TouchStar customers with the resources of an experienced contact center technology partner.

Noble acquired the TouchStar 'premise-based' business line, including the TouchStar brand and product line, and all intellectual property. **Noble® TouchStar** allows Noble to offer platform specifically tailored to meet the needs of small to medium businesses (SMB), while further developing the **Noble® Solution** suite for the needs of the enterprise market.



TouchStar has built a brand that is well known within the collections and teleservice industries. This is an opportunity for Noble Systems to further consolidate these markets. Globally, Noble and TouchStar share a similar footprint.

With the acquisition, Noble Systems has brought on board key staff from TouchStar, while taking advantage of organizational efficiencies. TouchStar customers will have the benefit of an improved support structure and access to the full line of Noble contact center technology products. In addition, Noble has taken-over TouchStar's offices in Denver, Colorado and will work quickly to provide its new clients with superior services and solutions.

Noble can offer TouchStar users the advantages of having a technology partner that is financially sound – a factor which is more important than ever in these economically challenging times – introducing hundreds of new customers to the reliability and advanced technologies of the Noble Solution suite. We look forward to bringing them the hallmark of quality, best in-class solutions and services that an organization of Noble's experience and expertise can deliver.

Noble Systems Wins a TMC Labs Innovation Award for Noble® SIPhony

Noble Systems has received a "2009 TMC Labs Innovation Award" from Technology Marketing Corporation's (TMC®) *Customer Inter@ction Solutions*® magazine for Noble® SIPhony. SIPhony is an evolutionary platform for unifying customer communications via a server-based telephony architecture. SIPhony, Noble's newest generation SIP platform, allows companies to create a more efficient and more effective telephony environment to shorten training time, improve productivity, and reduce costs.



This server-based solution supports contact center environments regardless of their telephony infrastructure, including pure native-SIP, traditional TDM telephony, or a hybrid of the two. With SIPhony, contact centers can connect any type of agent, wherever they are located, using any type of telephony connectivity to create a flexible platform without boundaries. SIPhony offers an IT-ready platform that is easy to integrate into existing hardware or software applications to seamlessly provide point solutions for customer contacts or it can be installed in a new IP or traditional hardware environment to offer a completely unified contact center solution.

Noble SIPhony is truly an innovative solution, the first of its kind to offer contact centers a SIP migration path for pure and hybrid IP environments. Noble SIPhony helps companies achieve greater performance, improve customer service, and lower the cost of doing business.

Noble Systems Has Gone Viral!

It's easier than ever to keep up with Noble's product innovations and corporate announcements.

Subscribe to our RSS News Feed or join us in one of our online communities at Facebook, Twitter, LinkedIn and YouTube. Just visit noblesys.com to get connected!



Olan Mills' Contact Center is 'Picture Perfect' with Noble Systems



Olan Mills is one of the nation's leading portrait photography companies, with hundreds of studios located throughout the U.S. and a state-of-the-art production facility at its corporate

headquarters in Chattanooga, Tennessee. Founded in 1932, Olan Mills Inc has a deep-rooted history and continues to lead the industry in innovation and quality. Olan Mills serves families, churches, and other organizations, through two nationally recognized distinct divisions: Studio Portrait Division and the Church Directories Division.

Olan Mills was looking for a way to improve the management of its Church Pictorial Directory services. To match the services offered by its competitors, the company needed a way to efficiently contact families that had not yet scheduled a sitting for their Church Directories and get them to make an appointment. "We were doing manual dialing and appointment setting, which was very expensive," recalls Mike Davis, Director of Turnkey Operations. "We needed a system that would help us provide turnkey services for our Church clients in a cost-efficient method."

Davis continues, "We started to look at several contact center vendors, and we found two that had strong dialing systems. But, only Noble Systems offered an appointment management solution, not only to schedule a time and date, but also to make reminder calls. After spending some time working with another system and dealing with problems that resulted in losing dialing time and costing us more money, we knew that Noble was the solution we wanted. They worked with us to create a system that would meet our needs."

"We were excited to implement the Noble® Solution in our appointment center," says Stephen Kraus, CIO. "We felt that Noble's extensive blended inbound and outbound functionality offered us

an opportunity to significantly improve our service to our customers while giving us a single system. We also found the price of that functionality to be very reasonable when compared to the other options we explored."

Olan Mills has implemented the mid-sized Noble Fortress platform in its Chattanooga-based contact center to handle blended inbound and outbound communications with its customers. Noble's unified solution gives Olan Mills a single platform to increase the productivity and efficiency of their call center. "The cost savings we are achieving from Noble Systems is amazing," Davis observes. "With manual dialing, I had 60 agents working from home for six months, and the cost to set an appointment was \$3.50. Each reminder call was 10 cents. With Noble, the cost per appointment has dropped almost two-thirds to only \$1.25, and we can do reminder notices for a penny a call – a 90% savings. And, dropped calls have virtually disappeared."

"With Noble, the cost per appointment has dropped almost two-thirds, and reminder notices are one-tenth of the previous cost. Noble's combination of functionality & value should put it on the 'short list' for anyone looking for contact center solutions."

"Noble's combination of functionality and value should put Noble Systems on the 'short list' for anyone looking for solutions in the telecommunications equipment arena. We look forward to working with Noble Systems in the future to address other challenges Olan Mills faces in communicating with our customers," says Kraus.



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EVENT CALENDAR

CSA & DBSG Annual Conference 2009
Brighton, UK | 9-10 Sep

ATA National Conference & Awards
Sydney, AUS | 16-18 Sep

Planning Forum Best Practice Seminar 2009
London Heathrow, UK | 30 Sep

ATA 2009 Convention & Expo
New Orleans, LA | Oct 4-7

Financial Services Collections Conference
Las Vegas, NV | Oct 18-20

AICM 2009 National Conference
Sydney, Australia | 21-23 Oct

