

# PRESS RELEASE

## For Immediate Release



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## **Noble Systems Introduces Noble<sup>®</sup> SIPhony with a Server-Based SIP Environment to Reduce Costs and Improve Productivity**

Atlanta, GA – August 18, 2009: **Noble Systems Corporation**, a global leader in innovative contact center technology solutions, introduces **Noble<sup>®</sup> SIPhony**, an evolutionary platform for unifying customer communications via a server-based telephony architecture.

SIPhony allows companies to create a more efficient and more effective telephony environment to reduce training time, improve productivity, and lower costs. The cornerstone for organizations that want the flexibility and cost savings of an IP solution, SIPhony makes it easy for organizations with existing TDM and hardware-based telephony platforms to migrate to a SIP environment. SIPhony also offers lower-cost alternatives for disaster recovery and business continuity.

SIPhony is Noble's newest generation SIP platform. This server-based solution supports contact center environments regardless of their telephony infrastructure, including pure native-SIP, traditional TDM, or a hybrid of the two. With SIPhony, contact centers can connect any type of agent, either local or remote, using any type of telephony connectivity to create a flexible platform without boundaries. SIPhony can be used as a 'cloud-based' contact routing platform for companies looking to centralize their resources, with support for the agent network, wherever the agents may be located.

SIPhony offers an IT-ready platform that is easy to integrate into existing hardware or software applications. SIPhony can be installed into any current IP network or PBX infrastructure (Cisco, Avaya, etc) to seamlessly provide point solutions for predictive dialing, ACD, call recording and monitoring, IVR, messaging, or workforce management in a best-of-breed multi-vendor environment, or it can be installed in a new IP or TDM environment to offer a completely unified contact center solution. Current Noble users can gain the benefits of SIPhony without losing their investment in their current software by adding it to their Noble platform. With its server-based design, SIPhony can eliminate the reliance on traditional proprietary telephony blades with limited scalability and lifespan, creating a longer-term investment with more flexibility for future growth.

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James K. Noble, Jr., President & CEO of Noble Systems, said, “Noble Systems has been providing native SIP platforms to our clients for more than five years and we first introduced the new Noble SIPhony to an enthusiastic group of clients at our users conference in May. We believe SIPhony to be a truly unique solution, as the first of its kind to offer an easy migration path to a server-based platform and to allow hybrid applications by combining traditional TDM telephony and IP environments. Noble SIPhony gives the best of both worlds – seamless integration to existing environments or a stand-alone unified system – to help companies achieve greater performance, improve customer service, and lower the cost of doing business.”

### **About Noble Systems**

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 2,000+ client installations worldwide using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated *Noble*<sup>®</sup> *Solution* includes advanced ACD and predictive dialing; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit [www.noblesys.com](http://www.noblesys.com).

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