

TouchPoint Enterprise Services™

TouchPoint Enterprise Services™ is the TouchPoint® component that provides the architectural foundation for the entire TouchPoint solution suite and acts as the gateway for sharing real-time customer and account information across all TouchPoint components.



TouchPoint Enterprise Services houses all the business components necessary to support TouchPoint's banking, insurance and communication applications, leaving presentation logic within front-end interfaces.

Because business logic is central to the Enterprise Services component, it can be invoked from any delivery channel or front-end application, providing enterprise-wide, consistent delivery across the financial organization.

Messaging Infrastructure

- Models all banking transactions in industry-standard XML format
- Utilizes a flexible queuing mechanism for transaction processing
- Supports IBM WebSphere® MQSeries®, Microsoft® MSMQ, XML/SOAP, and BEA Tuxedo® messaging transports
- Supports synchronous and asynchronous message processing
- Maps requests from client applications into multiple back-end data sources and returns a single response to the client application
- Isolates client applications from awareness of back-end data sources and structures
- Regulates the flow of requests into back-end data sources to provide efficient use of system resources

Work and Case Management

- Provides workflow management and administration capabilities to decompose business processes into the discreet tasks and steps
- Supports serial and parallel business processes and workflows
- Provides a sophisticated rules engine to support dynamic decisioning and routing logic
- Supports alerts and escalation processing
- Tracks and manages the entire workflow case history from business process initiation to completion
- Provides a flexible interface to allow business processes and workflows to be invoked from any channel application



TouchPoint Enterprise Services provides the foundation for consistent and predictable customer interactions across the enterprise.

For more information, please call 866-WEBTONE or visit www.webtonetech.com

Load Balancing and High Availability

- Ensures efficient processing and linear scalability by configuring multiple instances of components across a cluster of enterprise servers
- Provides high availability and eliminates single points of failure by providing automated fail-over if service to a particular server is interrupted or lost

Legacy Integration

- Provides real-time integration of transactions to back-end systems of record
- Supports a variety of methods for host communications including:
 - Asynchronous interfaces using WebSphere MQSeries
 - Message brokering interfaces using WebSphere MQSeries Integrator
 - SNA LU 6.2 protocol (peer-to-peer)
 - Host-based screen scraping
 - LAN-based screen scraping

CRM Data Bridge

- Integrates and does not replicate data held in back-end legacy systems
- Aggregates back-end legacy information with CRM data such as contact history, case history, customer notes, and sales and prospecting information to provide a consistent interface to client applications

Enterprise Interaction Management

- Uses a common, unified queue for all customer interactions
- Provides consistent handling of all interaction media types including fax, telephony, Web interaction (chat and collaboration), and e-mail
- Employs skill-based and intelligent routing to control routing decisions
- Provides advanced e-mail response and ensures consistent e-mail handling by categorizing and determining the intent of e-mails and automatically offering suggested responses
- Provides advanced interaction management across a variety of multi-media communication platforms including Genesys, Aspect, Cisco, and Interactive Intelligence