

Service Experience Management Integration Framework



Gain the Flexibility Your Service Organization Needs by Ending Point-to-Point Integrations

In order to respond to the needs of the business, IT organizations are constantly asked to integrate siloed business applications to enable efficiencies within the enterprise. Typically these integrations occur in point-to-point fashion. As more and more applications are integrated, the landscape becomes increasingly complex, applications become more fragile and easy to break, and the cost of maintaining these integrations increases.

The backlog of work for most IT organizations is long, and the time and cost involved in integrating systems means that only the most critical projects get completed. The end result is that many important integration initiatives never get addressed, impacting customer experience and profitability.

Easily Integrate Applications via Web Services

To eliminate the need for custom-coding to application-specific APIs, SEM leverages standard web services. SEM then adds an SCA wrapper around the web service in order to expose it to the design tools used by the business. Most of the wrapper interfaces are created visually and/or automatically. This one time effort frees IT from the burden of constructing point to point integrations. Once the interface is built, the web service or data is exposed within the SEM designers, allowing the service manager to rapidly create the forms and experience flows needed by the business. The right screens and information are presented to the agent or customer according to the requirements of each specific customer interaction.

KANA SEM Architecture

With SEM, you can design, develop and deploy individual service processes and quickly release them to the customer service environment via the Design-Orchestrate-Listen architecture. Key customer service functionality can be rolled out incrementally to avoid a 'boil the ocean' implementation, which allows you to focus on rolling out the most important service experiences in prioritized order.

Integration Framework

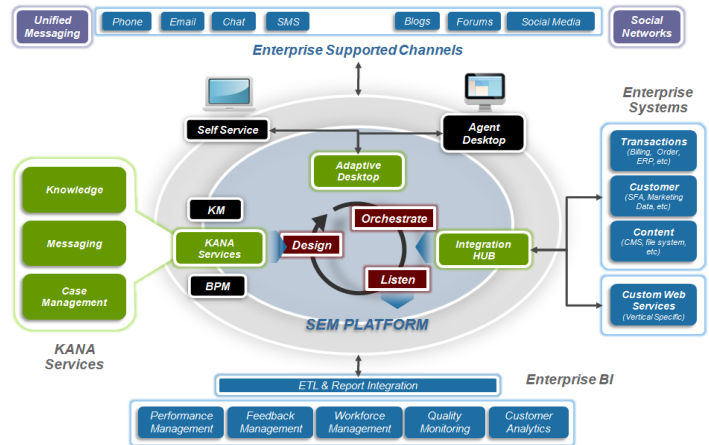
Integration developers can use multiple options to integrate the service processes with legacy systems, IVR, CTI, email or applications regardless of vendor or platform. SEM offers SOA based integration that allows agility and reusability of IT assets.

SEM Integration Benefits

- ☑ Services Oriented Architecture makes integration a one-time effort, ending costly and slow point-to-point integrations
- ☑ Consumes standard WSDL'd web services
- ☑ Multiple methods of integration enable leveraging of most existing and legacy applications
- ☑ Provides a friendly interface to business users for Form and Screen design

SEM Integrates All Aspects of the Customer Service Landscape

- Enterprise channels such as phone, email, web, blogs, social media, etc.
- SEM's core services in knowledge management, case management and messaging
- The complete range of enterprise customer information systems, including home-grown custom applications
- Business intelligence analytics for KPI Optimization



Out of the Box Adapters

A wide range of adapters is available to incorporate packaged enterprise applications, custom applications or messaging systems into SEM.

Configurable Business Objects and Standard Interfaces

In SEM, data is knowledge, and knowledge is data. In fact, both data and knowledge are simply business objects that can be presented dynamically for each customer interaction, whether the data is managed within SEM, within the enterprise, or within the extended enterprise such as the Internet or the Cloud.

SEM's integration framework enables ANY enterprise system to appear on the palette of the SEM modeling tools. The resource investment in these systems and interfaces can typically be leveraged without requiring re-write or replacement of existing applications.

Application	Technology	WBI	Complimentary Websphere	3rd Party
<ul style="list-style-type: none"> • JD Edwards • Oracle e business suite • Peoplesoft • SAP • Siebel 	<ul style="list-style-type: none"> • Email • FTP • Flat Files • IBM I • JDBC 	<ul style="list-style-type: none"> • EJB • COM • CORBA • XML • Exchange • iSeries • Lotus Domino • TCP/IP 	<ul style="list-style-type: none"> • CICS • IMS SOA • IMS Connect • IMS TM 	<ul style="list-style-type: none"> • Amdocs • Ariba • Baan • BEA • Clarify • CSS • MostECM • Passport • Remedy • Tibco • Tumbleweed

Choose the Right Integration Method for Your Environment

Depending on your environment and rollout strategy, a range of integration methods can be used.

Pattern	Mechanism	Purpose
URL	Browser Widget That Displays HTML	Unifies Desktop With Zero Effort
REST	Widget That Enables Data Wiring	Unifies Desktop With Integrated Feel
Internal Business Object	Forms-based B.O.	Consolidation: SEM becomes system of record
External Business Object	Forms-based B.O.	Unified Process: SEM extracts data from system of record
Messaging	Embedded ESB	Unified Process: Utilize messages and events from external systems
SOA	WSDLed Services	Composite Application
Adapter	Productized Or Customized APIs	Composite Application
Obsolescence	Use SEM capabilities instead of non-KANA apps	Consolidation
Gateway	Use SEM gateway for interactions	Unified Messaging and Cross Channel Consistency
BPEL	Standardized Orchestration	Intra-Enterprise or LOB Integration