

**PRESIDENT AND CEO:** Scott Christian  
**HEADQUARTERS:** Minneapolis, MN  
**WEB SITE:** [www.spanlink.com](http://www.spanlink.com)

## OVERVIEW

Spanlink Communications is a leading provider of unified communications and customer interaction solutions that leverage VoIP technology. Spanlink has 20 years of customer interaction solution experience and a history of delivering results. The company leverages that expertise to help businesses establish a cohesive communications strategy.

Spanlink integrates industry leading unified communications, customer interaction, workforce optimization and system management products that exploit the VoIP network infrastructure benefits. Spanlink applies expert planning, migration and support services to tailor each customer's solution and support plan to fit their unique business needs for transformational business improvements in productivity, efficiency and customer satisfaction.

## OFFERINGS

With 20 years of industry experience, Spanlink leverages knowledge in application solutions in the contact center with general telephony and unified communications knowledge. The company is a pioneering Cisco partner in unified communications solutions and has achieved more than 1,500 unified communications site deployments to date.

Spanlink provides a range of services to help companies transform the way they conduct business today and keep their customer interaction solution in lock-step with the business as the enterprise grows over time.

### > **Assessments**

Careful planning and preparation are imperative to a successful solution implementation. Assessment areas focus on critical solution success factors:

- Testing the effects of adding voice traffic on an existing network.
- Ensuring the proper data is delivered in order to manage the business effectively.
- Ensuring that, once deployed, the solution remains optimized to meet business objectives.

### > **Professional Services**

Spanlink LifeSpan™ is a proven implementation methodology that is business solution focused. Spanlink concentrates on thorough, up-front analysis of its customers' business objectives and translates that into a comprehensive plan for the design, implementation, integration and support of the total solution, including infrastructure to applications. Spanlink works closely with customers, providing an open line of communication during all parts of the project. Professional Services consist of:

- **LifeSpan Implementation Services** – A six-phase approach to implementing a Spanlink solution using a stage/gate process coupled with a dedicated project manager.
- **Speech Services** – Spanlink runs an in-house recording studio with multi-lingual voice talent.
- **Simulation Testing** – Spanlink conducts load testing, including developing test scripts, performing iterative testing, and presenting results and recommendations.

### > **Solutions Training**

Spanlink offers comprehensive training packages so the right people are trained to use and administer their solution and take full advantage of its benefits. Spanlink also tailors a training program that is the best fit for the customer's needs. Training sessions can be conducted as classroom training from Spanlink's state-of-the-art training center in Minneapolis, MN, Web-based training, or on-site courses for administrators, agents and supervisors.



> **Support Services**

After solution deployment, the job isn't necessarily complete. For that reason, Spanlink built a support team of experts who not only react to calls regarding system performance and questions, but also work proactively to notify administrators of available software updates, conduct audits and monitor the ongoing health of the system. Proactive services ensure the system is the most current and optimized to handle communications with the utmost reliability.

Spanlink has a depth of knowledge spanning from single-site enterprises, to multi-site contact centers to large distributed environments and understands the commitment level required to support them. Spanlink's Support Engineers have decades of cumulative telephony and contact center experience. The combination of Spanlink engineers' experience in conducting previous Unified Communications deployments and years of experience in solving service requests is the key to effectively and efficiently support any Unified Communications system.

> **Managed Services**

Spanlink Managed Services provide predictable expense models, and improve quality and reliability standards in contact centers. Managed Services is available in three versions:

- **Administration Support** – Offers assistance for the in-house staff on complex or time-consuming administration that is more efficient and less disruptive to operations, and helps to ease the learning curve challenges inherent to new technologies.
- **Remote Administration** – Spanlink system administrators manage solutions remotely and provide long-term, predictable cost models.
- **SolutionWatch** – Provides a cost-effective, proactive service designed to minimize system downtime for high-value VoIP-based Customer Interaction Systems.

## ALLIANCES

Cisco Systems, Inc.  
Microsoft Corp.  
Calabrio, Inc.  
Adobe Systems, Inc.  
Austin Logistics, Inc.  
Datria Systems, Inc.  
eGain Communications Corp.

ISI Telemangement Solutions, Inc.  
Netformx  
Nuance Communications, Inc.  
LiteScape Technologies, Inc.  
RISC Networks, Inc.  
Tandberg  
Vocal Laboratories, Inc.

## CERTIFICATIONS

Cisco Master Certified Partner for Unified Communications  
Cisco ATP Certified for Contact Center  
Cisco ATP Certified for Rich Media  
Cisco ATP Certified for Cisco Voice Portal  
Cisco Certified Internetworking Expert for Voice  
Cisco Certified Internetworking Expert for Data  
Microsoft Gold Certified

## CONTACT INFORMATION

(763) 971-2000  
www.spanlink.com  
Sales/channel contact: [glenn.zerbe@spanlink.com](mailto:glenn.zerbe@spanlink.com)  
Press contact: [vicki.kallhoff@spanlink.com](mailto:vicki.kallhoff@spanlink.com)

