

# Noble® SIPhony

SIP Platform for Unified Communications

**Noble®SIPhony** is an evolutionary platform for unifying customer communications via a server-based telephony structure. With an IP-ready, total SIP solution that supports traditional TDM or hardware-based telephony, native-IP, and hybrid platforms, Noble makes it easy for organizations to migrate to a SIP environment. SIPhony provides the best of both worlds – seamless point solution 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.

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

SIPhony's IT-ready platform is easy to integrate into existing hardware or software applications. 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. SIPhony also offers lower-cost alternatives for disaster recovery and business continuity.

- The SIPhony platform is targeted for any business looking to take advantage of SIP-based communication environments, from Enterprise-level to SMB organizations.
- SIPhony supports contact center environments regardless of their telephony infrastructure, including pure native-SIP, traditional TDM, or a hybrid of the two.
- SIPhony connects any type of agent using any type of telephony connectivity to create a flexible platform without boundaries.
- SIPhony's 'cloud-based' contact routing platform centralizes resources to support the agent network, wherever agents may be located – from single site centers, remote agents, and multi-site distributed deployments.
- Add the SIPhony component to an existing Noble Solution, without replacing your existing infrastructure.
- Install SIPhony into any current IP network or PBX infrastructure (Cisco, Avaya, etc.) in seamless point solutions for predictive dialing, ACD, call recording & monitoring, IVR, messaging, or workforce management in a best-of-breed multi-vendor environment.
- Use SIPhony as an all-SIP stand-alone Unified Communications Solution for all of your contact center needs.



Noble SIPhony is 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 & IP environments.