

Service Experience Management Service Orchestrator



Enterprise Class Service Experience Applications Ensuring High Availability, High Performance and High Scalability

SEM Server Advantages

- ☑ Powerful standards based process server
- ☑ SOA platform to integrate and leverage enterprise legacy systems
- ☑ Easy one click deployment of applications
- ☑ Enables rapid implementation of service experiences with a comprehensive set of out of the box components.
- ☑ Provides familiar visual interface and drag-and-drop tools that simplify development of complex service processes.

The unique power of KANA SEM Orchestration is that it assembles an infinitely varying set of inputs from the key components in the service process to produce an optimum experience for the active customer.

An experience flow is not just a flowchart. It consists of a sequence of human and system activities, participants, data, rules and UI. Once the manager designs the experience, the system orchestrates the process within the context of the customer's input. The SEM orchestration engine makes sure that the service flow is processed in the right sequence, tasks are delivered to the right people at the right time, the correct rules are invoked and the right systems are called at the right time to fetch or update information.

Workflow Orchestration

KANA SEM allows you to visually create the customer experience workflow by specifying human and system activities connected together in a model driven architecture. The sequence of steps in the workflow determines the next activity in the process and the owner of that activity. SEM offers a high performance process engine that evaluates the state of a step in the workflow and determines the next step in the process. It can manage the high volume of transaction in your customer service center. This process engine is based on open J2EE and web services standards.

Information Orchestration

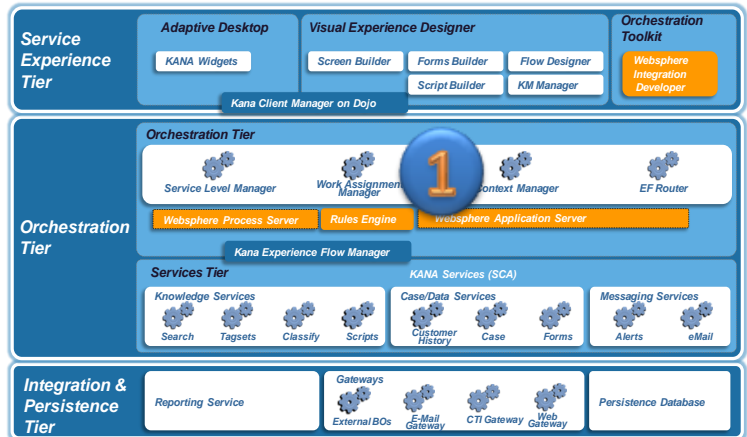
KANA SEM provides a long list of out-of-the-box customer service business objects and data models. You can use the predefined objects, like customer, case, address, etc., or create your own. These can persist internally or externally to SEM. Business objects are rendered on the user interface as determined by the process and rules defined by the service designer.

System Orchestration

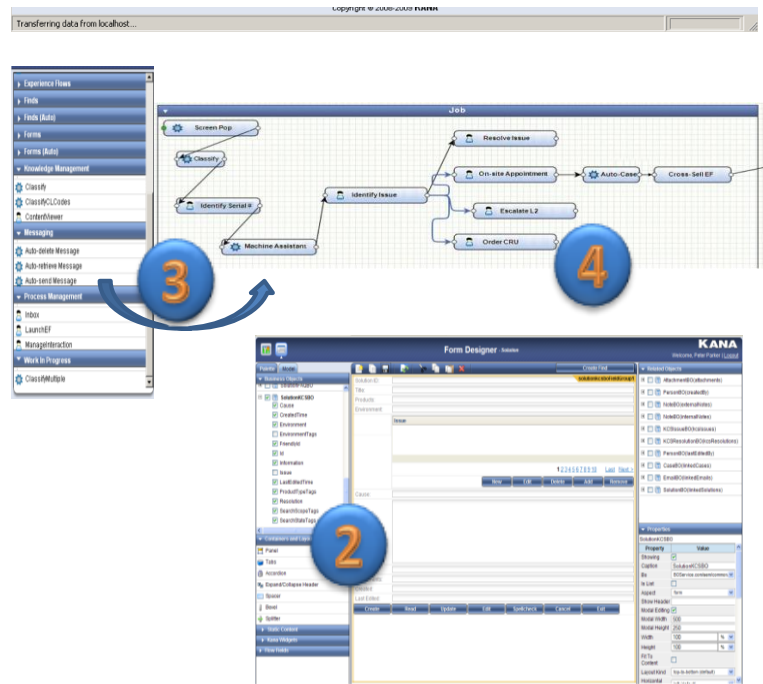
Some steps in your workflow require information from external systems, e.g. credit scores, or are required to be completed by external systems, like background checks. In these cases, your service process will need to connect to external systems. The SEM engine can orchestrate these activities that cross systems. Integration developers can use multiple options to integrate 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.

Align Customers' Context and the Service Manager's Designed Experience to Deliver on Service Objectives

1 Standards based high performance architecture delivers high scalability and availability with no single point of failure.



2 Pre-built components provide core customer services including email, knowledge, and case management. The Form Designer creates Rich User Interfaces.



3 A familiar flowchart interface and drag-and-drop tools make it quick and easy to build complex processes.

4 Experience flows can contain integration points to external systems to leverage enterprise data in service processes.

5 At runtime, the orchestrator delivers the right task and right experience to the user through an adaptive desktop.

