



Avaya Solution & Interoperability Test Lab

Application Notes for Swampfox Outbound Campaign Manager with Avaya Aura® Experience Portal – Issue 1.0

Abstract

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager with Avaya Aura® Experience Portal. The Outbound Campaign Manager offers callers queued to a call center the option to continue to wait in queue for an agent or request a call back when either an agent becomes available or schedule a call back for a specified date and time.

Readers should pay attention to Section 2, in particular the scope of testing as outlined in Section 2.1 as well as the observations noted in Section 2.2, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab in Westminster, CO.

1. Introduction

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager (OCM) with Avaya Aura® Experience Portal.

Swampfox OCM is an application framework that enables enterprises to create and manage automated outbound calling functionality via Experience Portal. Swampfox OCM meets a wide spectrum of functional requirements ranging from simple announcement-only campaigns to more complex interactions that may involve transferring to live agents, routing options, and self-service features that integrate tightly with CRM or other back office data. Notifications, reminders, collections/billing, order status, and marketing campaigns are all optimized with Swampfox OCM which also provides comprehensive admin/management and reporting capabilities.

2. General Test Approach and Test Results

This section describes the interoperability compliance testing used to verify the Swampfox OCM applications with Avaya Aura® Experience Portal.

The interoperability compliance test included feature and serviceability testing. The feature testing focused on routing calls from Swampfox OCM to PSTN via Experience Portal and Communication Manager/Session Manager. Once calls are answered at PSTN, called party had the ability to have the call transferred to an agent.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly-defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

The serviceability testing focused on verifying the ability of Swampfox OCM and Avaya Aura® Experience Portal to recover from adverse conditions, such as power failures and disconnecting cables to the IP network.

2.1. Interoperability Compliance Testing

Interoperability compliance testing included feature and serviceability testing. The feature testing focused on the following functionality:

- Routing outbound calls using Swampfox OCM to PSTN via Experience Portal.
- Transfer scenarios for routing calls to agents.
- Experience Portal successfully running the Swampfox OCM application and its outbound calling ability.
- The ability of the caller to transfer call to an agent.

The serviceability testing focused on verifying the ability of the Swampfox OCM and Experience Portal to recover from adverse conditions, such as power failures and disconnecting cables to the IP network.

2.2. Test Results

All test cases passed. Avaya Aura® Experience Portal was successful in running the Swampfox OCM applications.

2.3. Support

For technical support on the Swampfox OCM, contact Swampfox via phone, email, or internet.

- **Phone:** 803 451 4542
- **Email:** support@swampfoxinc.com
- **Web:** www.swampfoxinc.com/support

2.4. Reference Configuration

Figure 1 illustrates the configuration used for testing. In this configuration, Avaya Aura® Experience Portal interfaces with Avaya Aura® Communication Manager via H.323 and Session Manager via SIP. The Swampfox server hosted the Swampfox OCM applications supporting the outbound calling modules.

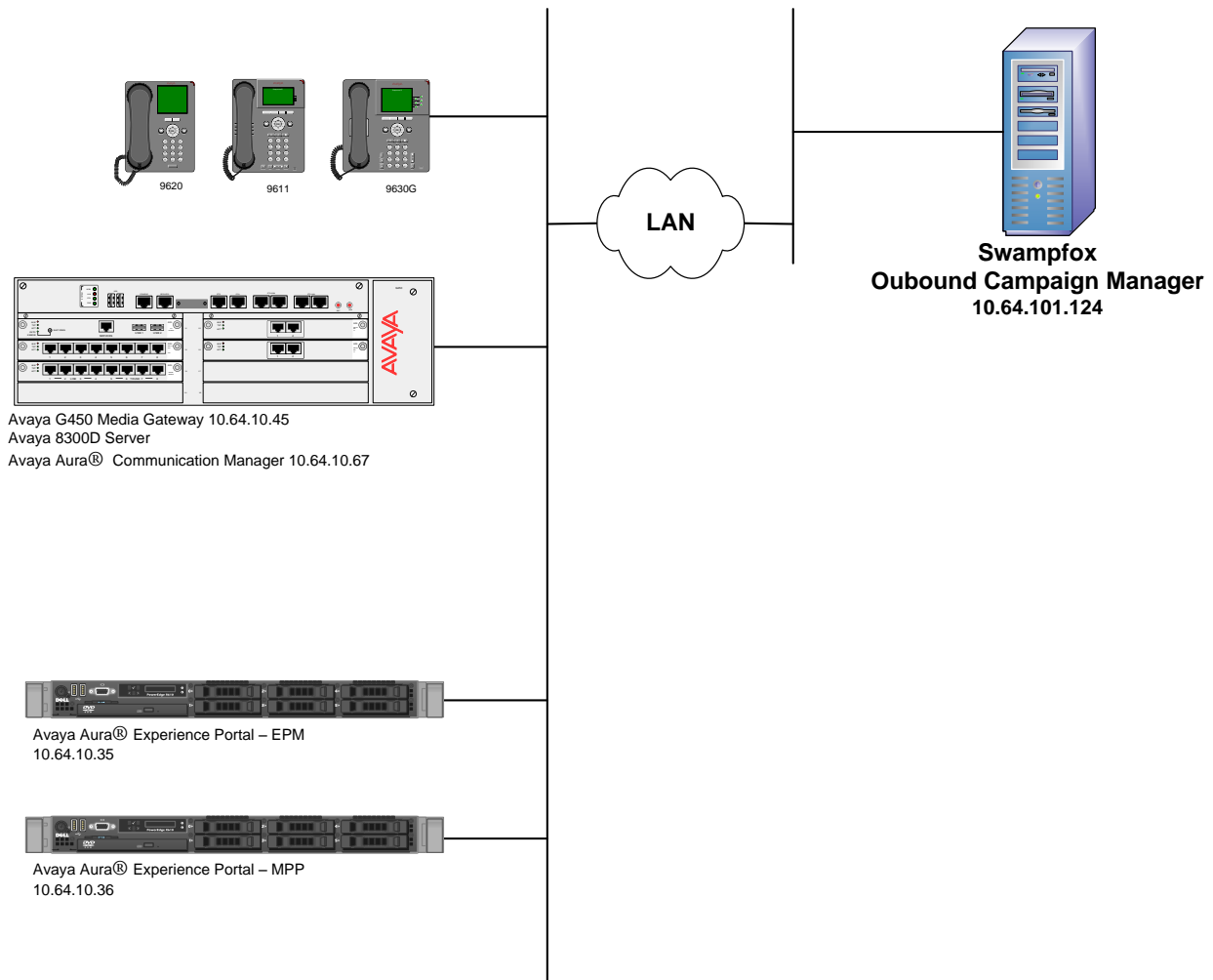


Figure 1: Configuration with Avaya Aura® Experience Portal and Swampfox Outbound Campaign Manager

2.5. Equipment and Software Validated

The following equipment and software were used for the sample configuration:

Equipment	Software
Avaya Aura® Experience Portal	7.0.0.0.6619
Avaya Aura® Communication Manager running in S8300D server	6.3 SP5
Swampfox Outbound Campaign Manager running on VMware virtual appliance for Red Hat Linux	3.0

3. Configure Avaya Aura® Experience Portal

This section describes the administration of Avaya Aura® Experience Portal. The following Experience Portal configuration steps will be covered:

- Configuring an H.323 VoIP Connection
- Configuring a SIP VoIP Connection
- Configuring Swampfox OCM Applications

Avaya Aura® Experience Portal is configured via the Experience Portal Management (EPM) web interface. To access the web interface, enter `http://<ip-addr>/` as the URL in an internet browser, where `<ip-addr>` is the IP address of the EPM. Log in using the Administrator user role. The screen shown below is displayed.

Note: All of the screens in this section are shown after the Experience Portal had been configured. Don't forget to save the screen parameters as some of the configuration data will be needed to administer different aspects of Avaya Aura® Experience Portal.

AVAYA Welcome, admin
⚠ Last logged in Aug 20, 2014 at 4:02:50 AM MDT

Avaya Aura® Experience Portal 7.0 (ExperiencePortal) Home ? Help Logoff

Expand All | Collapse All

You are here: Home

Avaya Aura® Experience Portal Manager

Avaya Aura® Experience Portal Manager (EPM) is the consolidated web-based application for administering Experience Portal. Through the EPM interface you can configure Experience Portal, check the status of an Experience Portal component, and generate reports related to system operation.

Installed Components

Media Processing Platform
Media Processing Platform (MPP) is an Avaya media processing server. When an MPP receives a call from a PBX, it invokes a VoiceXML (or CCXML) application on an application server. It then communicates with ASR and TTS servers as necessary to process the call.

Email Service
Email Service is an Experience Portal feature which provides e-mail capabilities.

Proactive Outreach Manager
Avaya Proactive Outreach Manager (POM) provides a solution for unified, multichannel, inbound and outbound architecture, with the capability to communicate through different channels of interaction, from Short Message Service (SMS) to e-mail to the traditional voice and video.

Short Message Server
Short Message Server (SMS) is an Experience Portal feature which provides SMS capabilities.

Legal Notice

© 2013 Avaya Inc.
All Rights Reserved.
Notice
While reasonable efforts have been made to ensure that the information in this document is complete and accurate at the time of printing, Avaya assumes no liability for any errors. Avaya

3.1. Configure an H.323 VoIP Connection

To configure an H.323 connection, navigate to the **VoIP Connections** page (not shown) and then click on the **H.323** tab. In the **H.323** tab shown in **VoIP Connections**:

- Select **Yes** radio button for **Enable**.
- Set the **Gatekeeper Address** to the IP address of Communication Manager.
- Set the **Gatekeeper Port** to **1719**.
- Configure the stations for Experience Portal, which map to the 7434ND stations configured in Communication Manager (not shown in this document). In addition, set the **Password** for the stations and set the **Station Type** to **Inbound and Outbound**.

Change H.323 Connection

Use this page to change the configuration of an H.323 connection.

Name: tr1-h323

Enable: ☒ Yes ☐ No

Gatekeeper Address: 10.64.10.67

Alternative Gatekeeper Address:

Gatekeeper Port: 1719

Media Encryption: ☐ Yes ☒ No

New Stations

From	To
Station:	
Password:	
<input checked="" type="radio"/> Same Password <input type="radio"/> Use sequential passwords	
Station Type:	<div>Inbound and Outbound Inbound Only Maintenance</div>
Add	

Configured Stations (M for Maintenance, I for Inbound Only)

25501 - 25505	Remove
---------------	---------------

Save Apply Cancel Help

3.2. Configure a SIP Connection

Note: Either SIP or H.323 can be active at once.

To configure an SIP connection, navigate to the **VoIP Connections** page and then click on the **SIP** tab. In the **SIP** tab shown in **VoIP Connections**:

- Select **Yes** radio button for **Enable**.
- Set the **Proxy Transport** to **TCP**.
- Set the **Address** and **Port** to the IP Address and Port of Session Manager.
- Set the **Listener Port** to **5060**.
- Set the **Domain** as configured in Session Manager.
- Type in a value for **Maximum Simultaneous Calls** as per the license.
- Select radio button for **All Calls can be either inbound or outbound**.

Change SIP Connection

Use this page to change the configuration of a SIP connection.

Name: sm1sip

Enable: ☒ Yes ☐ No

Proxy Transport: TCP ▼

☒ Proxy Servers ☐ DNS SRV Domain

Address	Port	Priority	Weight	
10.64.10.62	5060	0	0	Remove

[Additional Proxy Server](#)

Listener Port: 5060

SIP Domain: avaya.com

P-Asserted-Identity:

Maximum Redirection Attempts: 0

Consultative Transfer: ☐ INVITE with REPLACES ☒ REFER

SIP Reject Response Code: ☒ ASM (503) ☐ SES (480) ☐ Custom 503

SIP Timers

T1: 250 milliseconds

T2: 2000 milliseconds

B and F: 4000 milliseconds

Call Capacity

Maximum Simultaneous Calls: 10

☒ All Calls can be either inbound or outbound

☐ Configure number of inbound and outbound calls allowed

Save **Apply** **Cancel** **Help**

3.3. Configure Swampfox OCM Applications

Two applications need to be configured as part of Swampfox OCM. In the **Applications** page, add a new application and configure as follows:

For the Swampfox OCM Dialog Engine:

- Type in a name in **Name**. e.g., OCMDialogEngine
- Select the radio button **Yes** for **Enable**.
- Select **VoiceXML** for **Type**.
- Type in the following URL in **VoiceXML URL**
 - <http://ip-address:8080/SFDIALOGENGINE/Start> (IP Address of Swampfox OCM)
- Set **Application Launch** to **Outbound**.

Add Application

Use this page to deploy and configure a new application on the Experience Portal system.

Start With:

Name:

Enable: ☒ Yes ☐ No

Type:

Reserved SIP Calls: ☒ None ☐ Minimum ☐ Maximum

Requested:

URI

☒ Single ☐ Fail Over ☐ Load Balance

VoiceXML URL:

Mutual Certificate Authentication: ☐ Yes ☒ No

Basic Authentication: ☐ Yes ☒ No

Speech Servers

ASR:

TTS:

Voices:

Application Launch

☐ Inbound ☐ Inbound Default ☒ Outbound

Speech Parameters ▸

Reporting Parameters ▸

Advanced Parameters ▸

For the Swampfox OCM Recorder:

- Type in a name in **Name**. e.g.,SF_OCM_RECORDER
- Select the radio button **Yes** for **Enable**.
- Select **VoiceXML** for **Type**.
- Type in the following URL in **VoiceXML URL**
 - http://ip-address:8080/SF_OCM_RECORDER/Start?OCM_HOST=ip-address:8080 (IP Address of Swampfox OCM)
- Under **Speech Server**, select an available **TTS** speech server.
- Set **Application Launch** to **Outbound**.

Add Application

Use this page to deploy and configure a new application on the Experience Portal system.

Start With:

Name:

Enable: ☒ Yes ☐ No

Type:

Reserved SIP Calls: ☒ None ☐ Minimum ☐ Maximum

Requested:

URI

☒ Single ☐ Fail Over ☐ Load Balance

VoiceXML URL:

Mutual Certificate Authentication: ☐ Yes ☒ No

Basic Authentication: ☐ Yes ☒ No

Speech Servers

ASR:

TTS:

Voices:

Application Launch

☐ Inbound ☐ Inbound Default ☒ Outbound

Speech Parameters >

Reporting Parameters >

Advanced Parameters >

4. Configure Swampfox Outbound Campaign Manager

Please note that this section only contains configuration details necessary for application administration. For further details, please refer to **OCM User Manual**.

Type the URL: `http://ip-address:port/ocm` to log into Outbound Campaign Manager.

Swampfox OCM Login

Please enter a valid username and password to log in.

Username

admin

Password

Login

Clear

Log in using appropriate credentials. Once logged in, the OCM **Dashboard** is displayed.

Outbound Campaign Manager – DevConnect

Welcome admin (User Management)

2014 Swampfox Inc. All Rights Reserved.

Dashboard Configuration Regions Calendars Campaigns Campaign Groups SMS Recordings Reports Logout

Dashboard

OCM::Dashboard

Outcall Status Active Suspended

Last Updated 09/05/2014 03:33:34 PM

Campaign Manager Stats

Server	State	Max Server Ports	Utilization				Activity by Minute					Avg Latency (ms)	
			Trying	% Server	% OCM	% of All Trying	Attempted	Successful	Unsuccessful	Failed	Past Due	DB	Conn
CALL		0	0	0.00%	0.00%		0.00	0.00	0.00	0.00	0.00		

Outcall Stats

	Server	State	Utilization				Activity by Minute				Launches in Progress	VP Port Usage		
			Active	% Server	% Outcall	% of All Active	Attempted	Successful	Failed	Past Due		Free	Available	Total
Disable	swampfox-ocm-tr1	RUNNING	0	0.00%	0.00%	0.00%	0.00	0.00	0.00	0.00	0	1	1	1
			0	0.00%	0.00%		0.00	0.00	0.00	0.00	0			

Campaign Summaries

Time Period Daily

Active Campaign Status Overview

	Campaign (Group/Name)	State	Total	Ready	Trying	Successful	Unsuccessful	Percent Success
	(Unassigned)		0	0	0	0	0	-
	Active Campaign Totals		0	0	0	0	0	-

Inactive Campaign Status Overview

KJA; Reviewed:
SPOC 10/16/2014

Solution & Interoperability Test Lab Application Notes
©2014 Avaya Inc. All Rights Reserved.

12 of 18
SFOCMAAEP

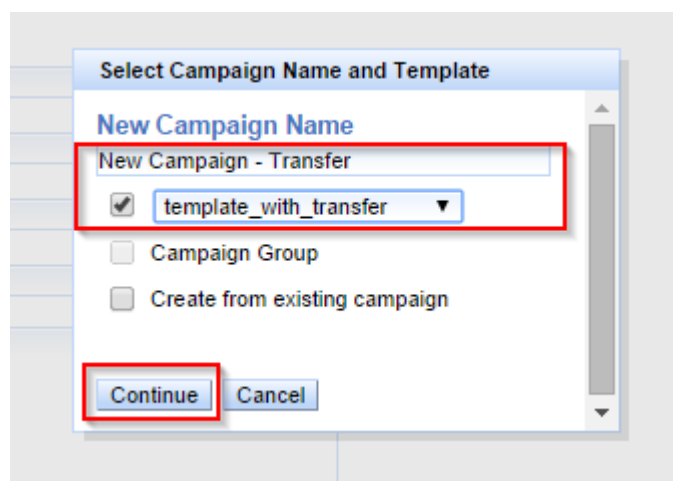
To add a new campaign, click on **Campaigns** and select +.



A popup window within the browser will open, **Select Campaign Name and Template**.

- Type in a name in the text box.
- For Compliance testing a template, **template_with_transfer** was selected.

Once done, select **Continue**.



Under the **Configuration** tab, type in the **Application Name** that was configured in **Section 3.3** for Swampfox OCM Dialog Engine.

The screenshot shows the 'Configuration' tab of the Swampfox OCM Dialog Engine interface. The 'Call Settings' section is highlighted with a red box. The 'Application Name' field is set to 'OCMDialogEngine'. Other fields include 'Enabled' (checked), 'Mission Critical' (unchecked), 'Name' (New Campaign - Transfer), 'State' (RUNNING), 'Region' (None), 'Calendar' (None), 'Campaign Group' (None), 'Report Recipient List' (empty), 'Description' (empty), 'Start Date' (empty), 'End Date' (empty), 'Priority' (5), 'Resource Utilization Weight' (100), 'Connector Class' (empty), and 'Caller ID (From URI)' (empty).

Under the **Transfer Points**, type in an extension or agent number in **Transfer #** field. This number is configured in Communication Manager. Once Swampfox OCM places an outbound call via Experience Portal, the call can then be transferred to an agent or extension that was specified in **Transfer #** field.

The screenshot shows the 'Transfer Points' tab of the Swampfox OCM Dialog Engine interface. The 'Transfer #' field is highlighted with a red box and contains the value '25002'. The 'Transfer to agent' field is empty. The 'New Campaign - Transfer' header is visible at the top of the form.

5. Verification Steps

This section provides the verification steps that may be performed to verify that Experience Portal can run Swampfox OCM applications.

1. From the EPM web interface, verify that the MPP server is online and running in the **System Monitor** page shown below.

System Monitor (Sep 5, 2014 8:34:17 AM MDT)

[Refresh](#)

This page displays the current state of the local Experience Portal system plus any remote Experience Portal systems that you have configured. For information about the colored alarm symbols, click [Help](#).

Summary		ExperiencePortal Details			Last Poll: Sep 5, 2014 8:34:14 AM MDT						
Server Name	Type	Mode	State	Config	Call Capacity			Active Calls		Calls Today	Alarms
					Current	Licensed	Maximum	In	Out		
EPM / MPPLocal	EPM/MPP	Online	Running	OK	1	1	100	0	0	0	
Summary					1	1	100			0	

Help

2. From the EPM web interface, verify that the ports on the MPP server are in-service in the **Port Distribution** page shown below. The screen capture below displays Port Information for SIP Connection.

Port Information

This page displays the detailed status of a telephony port.

Details

Port: 1 - 10
Port Group: sm1sip
Gatekeeper:
Gatekeeper Port:

Status

State: In service
Call Type: Inbound
Mode: Online

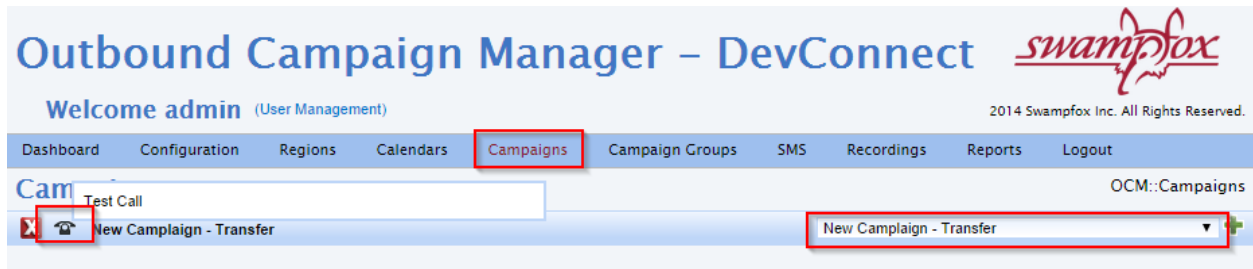
Allocation

Current Allocation: MPPLocal
Base Allocation:

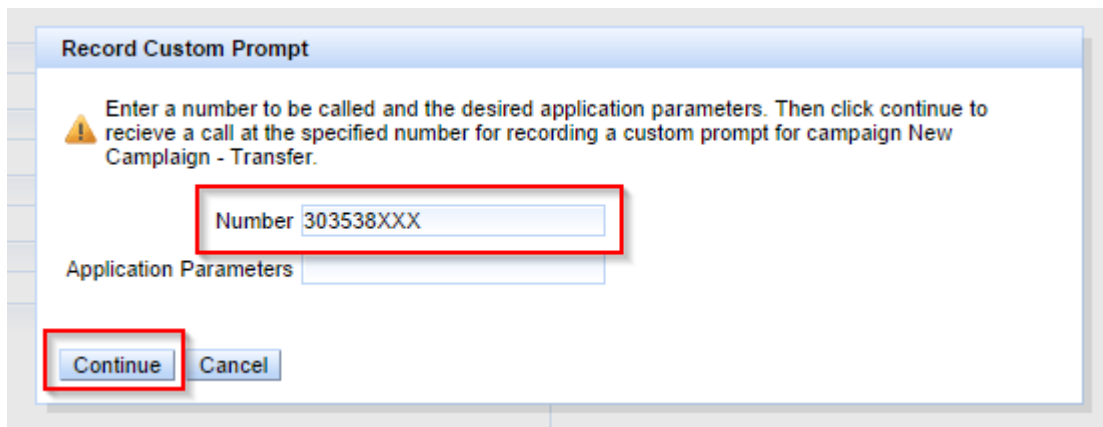
[Close Window](#)

[Help](#)

- Using the OCM Web Portal, select **Campaigns**, and the configured campaign from the drop down menu as shown below. Once done, click on the telephone image to place a test call.



- Type a telephone number in **Number** field and click **Continue**. A call should be received on the provided number shortly, playing a prompt as configured in OCM.



6. Conclusion

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager application with Avaya Aura® Experience Portal. All feature and serviceability test cases were completed successfully.

7. Additional References

This section references the product documentation that is relevant to these Application Notes.

[1] Administering Avaya Aura® Experience Portal, Release 7.0, Issue 1, December 2012

[2] Outbound Campaign Manager User Manual, May 2014

©2014 Avaya Inc. All Rights Reserved.

Avaya and the Avaya Logo are trademarks of Avaya Inc. All trademarks identified by ® and ™ are registered trademarks or trademarks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners. The information provided in these Application Notes is subject to change without notice. The configurations, technical data, and recommendations provided in these Application Notes are believed to be accurate and dependable, but are presented without express or implied warranty. Users are responsible for their application of any products specified in these Application Notes.

Please e-mail any questions or comments pertaining to these Application Notes along with the full title name and filename, located in the lower right corner, directly to the Avaya DevConnect Program at devconnect@avaya.com.