

**FOR IMMEDIATE RELEASE**

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**Siemens Brings Its HiPath™ ProCenter® Suites' Real-Time Contact Center Features To The Microsoft Business Solutions CRM Platform**

***Integrated Products Allow Small And Mid-Sized Firms To Benefit from Productivity And Customer Satisfaction Capabilities Found In Big Contact Centers***

BOCA RATON, Fla., – October 9, 2003 – Siemens Information and Communication Networks Inc., a subsidiary of Siemens AG (NYSE: SI), announces the extensive integration of its HiPath ProCenter Suites' real-time contact center capabilities with Microsoft® Business Solutions CRM, comprehensive software for managing customer relationships.

This combination allows small and medium-sized firms to extend the rich features of Microsoft's premier customer relationship management toolset with the powerful contact center productivity and management tools of the Siemens HiPath ProCenter Suites.

To expedite deployment, the software combination comes pre-integrated via the professional services of the Siemens CRM Ready program. Once deployed, it can help enhance a company's efficiency as well as its customer responsiveness and satisfaction – but at much less cost and with greater simplicity than similar capabilities in the past. Among the key features offered by combining the features of the HiPath ProCenter Suites with Microsoft CRM are:

- Microsoft CRM with a unified PC desktop that gives contact agents a single screen with all their productivity and communications tools in a combined set so they don't have to toggle between different applications.
- Microsoft CRM with screen pops when incoming calls arrive that automatically bring a customer's record to the agent's PC without the agent having to search for it.
- Microsoft CRM, via its customer database, that uses the HiPath ProCenter Suites' "Data-Directed Routing" feature to send the call and the caller's information to a particular agent or set of agents depending on the firm's business strategy and rules – even directing a call to an assigned agent or to the last agent who handled the call.
- Microsoft CRM with the skills-based routing feature of the HiPath ProCenter Suite that sends the call to the person with the know-how and skills to handle a particular issue or

situation that might be defined by the phone number the customer called or by a firm's interactive voice response filtering mechanism;

- Microsoft CRM with the callback feature of the HiPath ProCenter Suite that allows agents to schedule automated callbacks or to schedule a return call for service or contact followup.

Microsoft CRM, together with the HiPath ProCenter Suite, helps give contact center agents the information they need when customers call so they can provide faster, higher quality responses. This can lead to greater customer satisfaction in times when problems require a quick resolution. And in selling situations, it can lead to new revenue opportunities when agents can up-sell and cross-sell more, given better information about both the customer and products. And, because new agents need only to learn a single integrated application, training time and costs may be less than having to learn two separate applications.

Siemens, a Microsoft Business Solutions ISV Partner, is one of the world's leading providers of real-time enterprise contact center solutions via its HiPath ProCenter Suites. HiPath ProCenter solutions can be deployed over either legacy TDM or next-generation converged IP networks, or a combination of both. They are available in six languages in 55 countries.

"For several years now we've focused the HiPath ProCenter Suites on helping mid-market firms be more responsive and productive. Now, by integrating its features with the Microsoft CRM platform, we've taken these benefits to the next level – making them even more accessible to more firms," said Al Baker, vice president, Global eCRM Business Unit, Siemens Information and Communications Networks.

Jos de Lat, director of Business Development, Microsoft Customer Relationship Management, agrees. "Siemens HiPath ProCenter provides a rich contact center feature set that raises the functionality of Microsoft CRM for mid-sized companies and, in doing so, substantially increases the value we seek to bring our customers this strategic growth segment."

#### **About Siemens**

Siemens AG (NYSE: SI), headquartered in Munich, is a leading global electronics and engineering company. Siemens and its subsidiaries employ 426,000 people in 190 countries and reported worldwide sales of \$77.8 billion in fiscal 2002 (10/1/01 - 9/30/02). The United States is Siemens' largest market in the world, with 11 of Siemens' worldwide businesses headquartered here and annual sales of \$21.5 billion in fiscal 2002. The Siemens companies in the U.S. employ approximately 70,000 people in all 50 states and Puerto Rico. Corporate headquarters for Siemens' U.S. businesses are located in New York City. For more information: [www.usa.siemens.com](http://www.usa.siemens.com).

Siemens Information and Communication Networks Inc. is one of Siemens' operating companies in the United States. ICN is a leading provider of integrated voice and data networks and solutions for enterprises, carriers and service providers. Based in Boca Raton, Fla., Siemens

ICN's two primary divisions, Enterprise Networks and Carrier Networks, deliver innovative answers to customers seeking to reduce operating costs and grow revenues. Efficient Networks, Inc., a Siemens-owned affiliate company, provides broadband Internet access products. For more information: [www.usa.siemens.com/networks](http://www.usa.siemens.com/networks).

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**Forward Looking Statements:**

This release contains forward-looking statements based on beliefs of Efficient Networks' management. The words "anticipate," "believe," "estimate," "forecast," "expect," "intend," "plan," "should," and "project" are used to identify forward-looking statements. Such statements reflect the company's current views with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results to be materially different, including, among others, changes in general economic and business conditions, changes in currency exchange rates and interest rates, introduction of competing products, lack of acceptance of new products or services and changes in business strategy. Actual results may vary materially from those projected here. Efficient Networks does not intend or assume any obligation to update these forward-looking statements.

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