



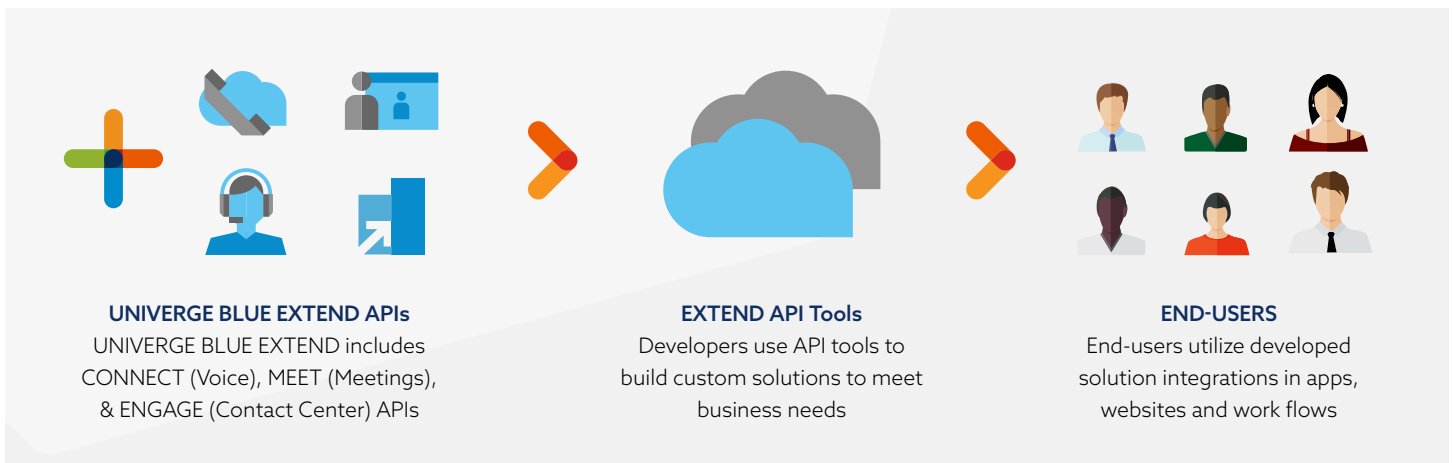
# UNIVERGE BLUE® EXTEND API APPLICATION PROGRAMMING INTERFACE

NEC's UNIVERGE BLUE EXTEND Application Programming Interface (API) platform allows you to integrate the features of our comprehensive voice, video, contact center, and analytics services into business applications (CRMs, ERPs, Ticketing Systems, etc.). Developers can leverage our EXTEND APIs to build custom solutions to meet business needs—like creating a better customer experience, improving internal processes, increasing employee productivity, and more.

## BENEFITS FOR YOUR BUSINESS

- **Increase productivity:** Improve employee and customer experiences by enabling communication capabilities in everyday business apps
- **Better customer experience:** Access relevant customer data at the right time to deliver a more personalized experience
- **Access critical data:** Add employee calling and communication data to your business reporting tool(s)

## HOW IT WORKS



# UNIVERGE BLUE® EXTEND API

## APPLICATION PROGRAMMING INTERFACE



### UNIVERGE BLUE EXTEND APIS FOR:



#### VOICE

Build custom, powerful, voice capabilities into CRMs, ERPs, Ticketing Systems, and more.

- › Simplify workflows and spend less time switching between applications by adding calling capabilities directly to any application
- › Easily capture, store, and access call recordings for coaching, proof of contracts, and more – simultaneously improving employee and customer experience



#### MEETINGS

Integrate video conferencing into business applications to bring employees and customers together.

- › Meet safely and securely in HD video from any application to improve communication and collaboration between teams and customers in real-time
- › Access meeting details (meeting URL, dial-in details), quickly start and manage meetings from any calendar platform – saving teams time from jumping between apps



#### ANALYTICS

Obtain valuable communication insights, consolidated into any reporting tool.

- › Access calling data from within any data management and visualization platform to help your organization visualize and optimize employee and customer interactions



#### ADDRESS BOOK

Collect user contacts from various sources into a single location.

- › Contact details like email address, phone number, and avatars can be drawn from multiple platforms into a single location – saving users time from switching between applications



#### CONTACT CENTER

Deliver a better customer experience with UNIVERGE BLUE EXTEND API for Contact Center, by accessing the key contact center functions your business depends on.

- › Screen pops within your application provide the information to agents about each individual customer before the conversation starts – empowering agents to have smarter, more efficient customer engagements
- › Build the dashboards, wallboards, and historical reports important to your business – and access them from wherever, at any time
- › Create, automate, and execute outreach campaigns, for the initiatives that matter to you – appointment reminders, surveys, marketing programs and more, via omni-channel (voice, SMS, and e-mail) from within any ecosystem

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