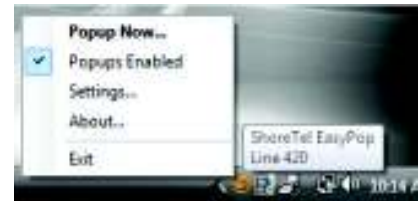
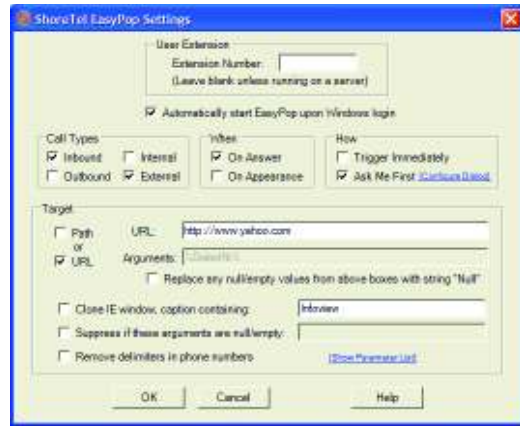


## ShoreTel Universal CRM Connector (aka "EasyPop") Application



### Overview

- Generic desktop client screen pop "helper" application
- Provides ability to execute a particular user defined program, batch file, or URL when an incoming call arrives and/or an outgoing call is placed
- Any or all available ShoreTel call properties including IVR collected digits can be passed to an outside program
- Software only Application loaded on user desktop computers

### Benefits

- Speeds development of proprietary applications by insulating user from ShoreTel programming details
- User concentrates on target function development and simply configures ShoreTel EasyPop settings as desired
- Flexible settings: Inbound/Outbound, Internal/External, On Answer/On Appearance
- Choice of automatic or user-initiated trigger behavior

### Target Customers

- Any customer desiring economical path to powerful desktop integration