

INFOCHANNEL – SAINAPSE MIDDLEWARE

Ensuring extensibility and adaptability across B2B customer support situations is at the very core of Sainapse design. Extensions typically need to be custom built to ensure fitment of Sainapse in an existing org workflow. Since we designed this protocol for external interfaces, we extended it for communication within the application’s components too.

InfoChannel therefore addresses three core needs:

- Ability to process increasingly diverse input data
- Ensure rendering across engagement channels and process needs
- Clearly defines and secures Sainapse product boundary at a granularity of information unit, yet allows customer extensions to work seamlessly with Sainapse results

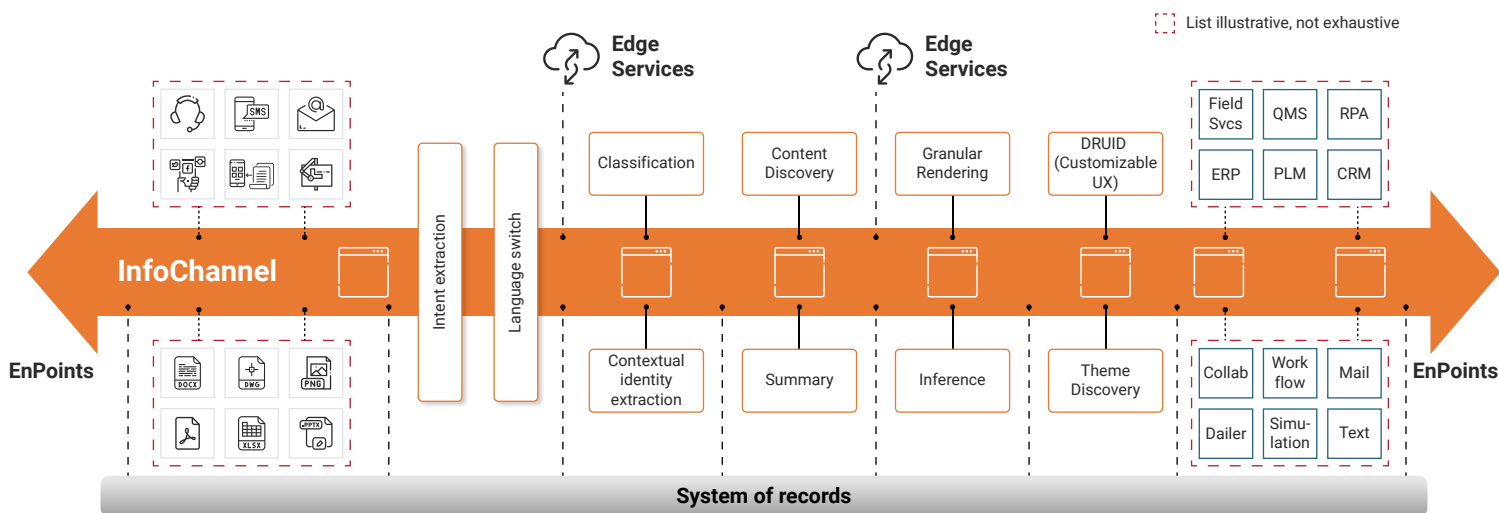
InfoChannel manages data flow between Sainapse and external systems in addition to intra-Sainapse data exchanges between components and sub-systems – making Sainapse a truly enterprise ready AI product. InfoChannel is native designed for high degree of heterogeneity to keep Sainapse adaptable to changing business needs. Hence it’s possible to have Sainapse

manage multiple CRM systems across multiple engagement channels dealing with diverse data types and running custom-built extensions to respond to specific business needs—while still rendering first-time right action in subsecond.

InfoChannel enables Sainapse to offer:

- Navigation: based on spatial proximity and intent-ranking proximity
- Viewing: short, long and stacking
- Action management: based on ability to define data marker much like stimuli that would trigger next steps
- Platform for building edge services via EnPoints
- Customer end configurability

INFOCHANNEL MAKES SAINAPSE IMPLEMENTATION NEAR PLUG & PLAY AND MAKES IT FASTEST TO IMPACT



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