



THE WORLD'S ONLY COMPLETE VIDEO CUSTOMER ENGAGEMENT WITH E-SIGNATURE, LIVE IDENTIFICATION AND AUTOMATIC SCRIPT MANAGEMENT

INTELLIGENT ENTERPRISE VISUAL ENGAGEMENT. GUIDE ONLINE INTERACTIONS FOR EXTRAORDINARY EXPERIENCES

More and more companies are looking for effective solutions to get on board the digital transformation, and often with different goals: from costs reduction to efficiency increase, from increased conversions to customer experience innovation, from customer satisfaction to customer support improvement. Inventia, with its Inventia 3.5 platform, aims to solve many of these issues through a completely innovative approach that sets a benchmark in customer engagement.

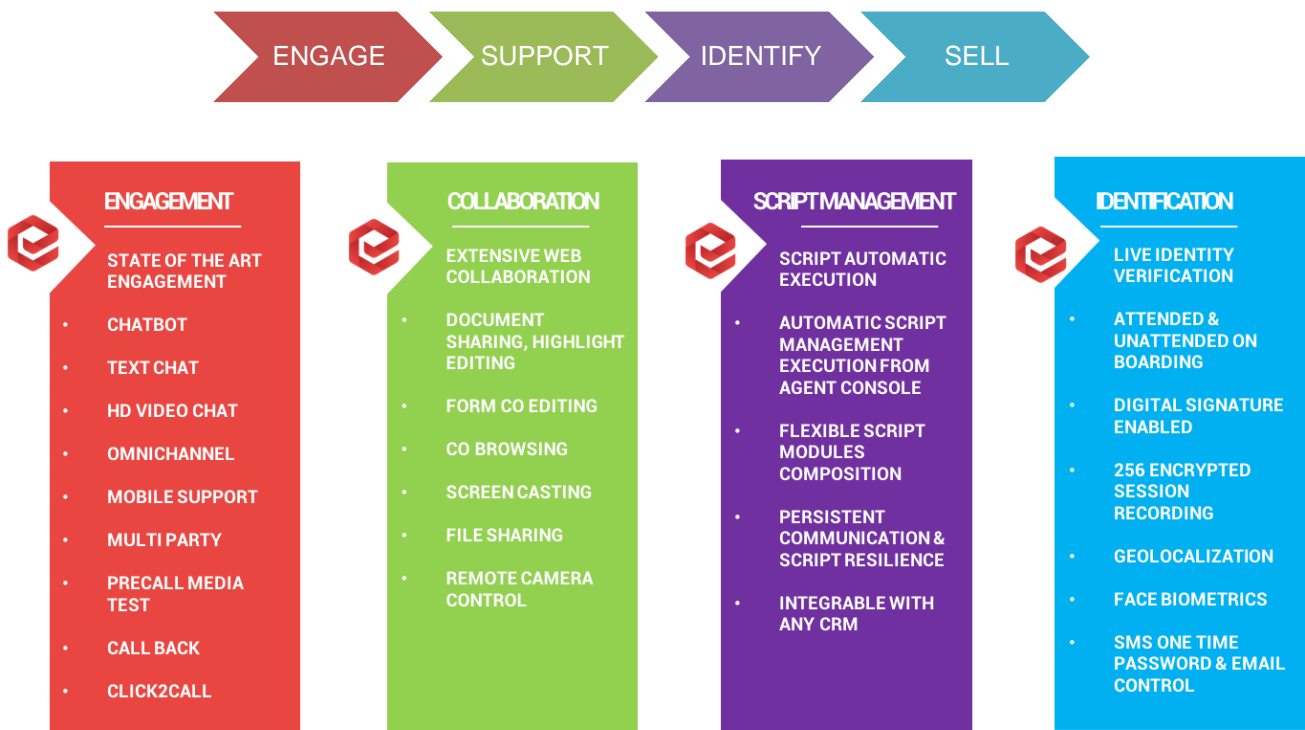
Let's imagine, for example, a bank wants to reduce its number of branches and wants to enable end-to-end financial services management, from opening accounts to remote management of all financial transactions, complying with applicable regulation. Or a telecommunication company that wants to reduce its sales costs to get new customers, without a physical store and the usual commercial costs and commissions, instead by managing every stage of customer acquisition online. Finally, we imagine a Utility company that wants to increase its customer base. Inventia is dedicated to this and much more. Inventia 3.5 is a 100% customer-engagement video product made in Italy and awarded as COOL VENDOR 2015 by Gartner.

The Inventia 3.5 platform is based on WebRTC technology and allows you to manage customer engagement, collaboration, commercial script or CRM automated procedures, and even customer identification to digital signature or payment, and all these within a multichannel chat system.

On the Inventia platform, customer engagement can take place in many ways, for example through the use of a chat-bot solution and an auto reply system, or through text-chat and video-chat, by providing innovative and effective support to the customer who will be constantly guided by the remote agent for any support in assistance or purchasing matters.

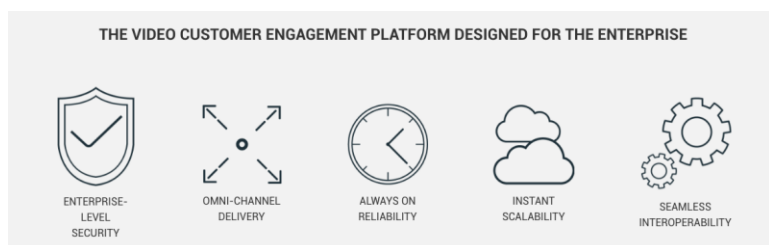
The platform also offers extensive web-collaboration and online identification capabilities for customer on-boarding, in both attended and un-attended mode, according to the required compliance, and according to the European eIDAS regulation.

Inventia 3.5 can also integrate with any digital signature system and allowing a contract to be signed within the Chat system. For this reason, the Inventia platform is primarily designed to handle sales processes in addition to CRM, and allows you to manage customer engagement, identification, signatures and sale all in one package. Engage-identify-sign & sell!



Inventia 3.5 exclusive feature is the ability to guide the customer through commercial and CRM scripts/processes step by step within a chat system, by automating agent activities, and speeding up script execution and customer satisfaction. In some cases, the benefits gained were, in terms of operator efficiency increase, even 65% compared to similar solutions.

The solution allows you to manage customer engagement through a synergic chatbot-text chat and videochat (one-2-one or one-2-many) system allowing the operator to interact with multiple customers (max 10 contemporaries per agent) by upgrading the interaction from a



text chat to a video chat to guide the customer. It is the only solution on the market offering the capability of customer experience within a commercial or sales script in a fully automated way, also managing customer identification and integration with signature systems. In summary, the operator - Expert - can guide the customer - Consumer - into each script on any Inventia supported channel. The solution is specifically designed for the Enterprise market and offers security, scalability, interoperability and reliability levels at the highest standards of the market.



Unique features of the platform

Inventia 3.5 is one of the most complete visual customer engagement platforms on the market, because it has been designed not only to handle the engagement, but also whole sales scripts or CRM, can be referred to as a “Digital Sales & CRM Automation Platform”.

The platform can handle very complex business processes such as the process of delivering a SPID in Italy, or always in Italy for subscribing a mobile phone line by complying to very strict anti-terrorist regulation, as well as a customer identification procedures to open a current bank account by meeting the compliance and the current regulations in Italy and in Europe.

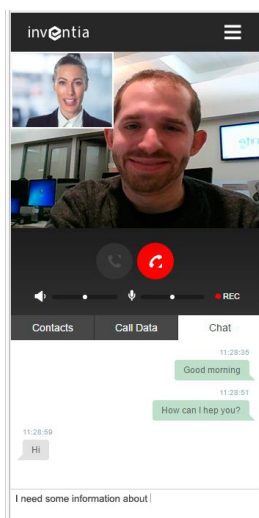
The platform also offers a variety of collaboration and sharing tools that allow the operator to interact with the client, exchange and capture documentation, screen sharing, file sharing, document sharing, and co-browsing.

Finally, the solution allows video recording thanks to Inventia Video contract (technology patent pending) that allows you to close, automatically (or manually), a real video contract, encrypted with metadata collected during the session and ready for electronic archiving.

The technology used is WebRTC audio/video transmission, no software installation required except for a few plugins for platforms that do not support this protocol yet, e.g. iOS (from September 2017 iOS 11 will support WebRTC): To activate the session on your PC, just click on the Web widget or on the Inventia mobile app, as sharing a simple link (click2call) via e-mail, SMS, Whatsapp or Messenger and the chat and/or video chat will start in a Web browser (e.g. Chrome, Firefox ...).



While, in a mobile environment, video chat can be delivered through a Chrome browser (on Android) or through a native App (iOS/Android) or by integrating the SDK Inventia (requires the Mobile App server module to be enabled on the Inventia platform).



INVENTIA TEXT & VIDEO CHAT: Inventia offers state of the art Text Chat and Video Chat capabilities to ensure the highest audio-video quality even in low-bandwidth situations thanks to the WebRTC protocol. A fluid video communication at the highest market levels.

The customer can choose how to get engaged: by text or video chat. In addition, in case of Video Chat, the privacy of the customer is always respected as the video communication is established by default in "one way" (customer sees the agent but can't be seen).

INVENTIA MULTIPARTY: The Multiparty feature is one of the unique features of the platform that allows you to manage through Chat-Fusion technology, a customer engagement in one-to-one or one-to-many, both Text and Video Chat with the unique ability to manage multiple Scripts with multiple clients either separately or in combination: for example video, multiple customers simultaneously with separate signatures on the same contract.



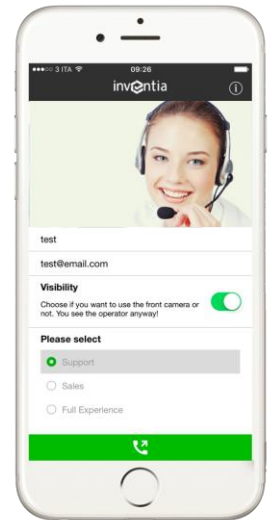
In Italy, a Public Administration entity uses the Inventia platform with the Multiparty Script functionality to handle the interaction between two or more judgment actors and a judge or arbitrator in a chat room, where both players can subscribe and sign agreements, digitally guided by the agent through different script processes.

INVENTIA MOBILE APP ENGAGEMENT: Inventia technology offers high quality Video Chat experience on Mobile.

Chat/Video Chat can take place:

- through the use of a browser (Android at present, iOS from fall 2017)
- on APP mobile (iOS and Android) thanks to the Inventia Mobile APP, customizable and available on App Store and Google Play
- with the customizable SDK Inventia (iOS / Android).

Inventia offers the best customer engagement on mobile devices plus additional features such as script management, e-signature and on-boarding capabilities all together and unique in the actual world market.

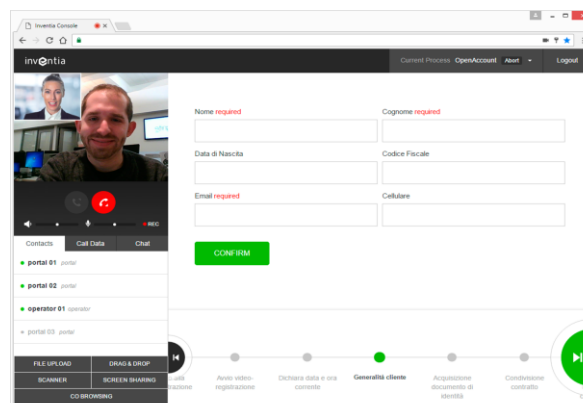


INVENTIA CHATBOT: Inventia is pleased to introduce Mario (Multi Artificial Responsive Interactive Operator), officially launched at CX17 in Brussels, June 2017.

INVENTIA SCRIPT MANAGEMENT: is one of the exclusive and award winning features of the Inventia 3.5 platform.

The underlying logic is to allow the Agent to execute and monitor the progress of a script directly from the console, guiding the customer in every step of the script, and following the default script that is indexed and displayed to the customer in video chat in the chat widget called "In-Frame" (patent pending) based on the process to be completed.

This allows you to guide customers through highly complex processes, scripts or subject referring to particular legal constraints or regulators, and also allows you to gain up to 65% on Agent's efficiency in order to perform a specific transaction, compared with competitors' solutions without script management.



Inventia's Script Management technology allows you to show, or rather, trigger, within the frame of the live chat box (in Frame), the Java / Html interactions required by a specific step process basically by progressing step by step in the process script indexed in the operator

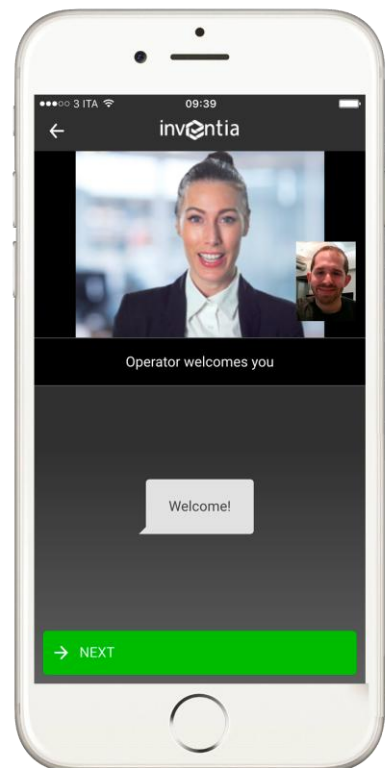
console you can call for the required process modules (for example: file sharing) and features to be activated, while interacting with EDI logic systems through API or plugins.

There are several Script Forms that can be compiled to run a script and customized according to multiple requirements such as:

- Welcome Form
- Video Recording Form
- Date /time confirmation Form
- Editing Form
- Document Sharing Form
- Approval Terms & Conditions Form
- Identification Form
- File Sharing Form
- Inventia Cert Form
- Camera Remote Control Form
- Signature Form

Customization of the script can be done by Inventia, directly by the customer or system integrator.

The Script Management system also manages the "rights and rules": basically, they can be defined in a workflow that is approached by approving a passage of a script in order to be able to continue: for example, approval of the conditions of a contract or request for authorization to access the smartphone camera, if the customer does not approve by clicking on the "forward" button in the process frame within the chat the operator can't advance in the process.



INVENTIA PERSISTENT COMMUNICATION:

Another unique features of the Inventia platform is the "Script Resilience".

The customer can begin a business process by interacting with a remote agent from a mobile device and then complete the transaction later, from the same or any other point of contact supported by Inventia technology, starting from where he suspended the process.

The script is resumed by the agent, thanks to a special status management system and session code, exactly from the point where it was interrupted.



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1. OpenAccount	WCB9002B
2. OpenAccount	MUB9002B
3. OpenAccount	QMS3002B
4. OpenAccount	LCB4002B

The Agent will retrieve all the documentation and also the status until the reached point of the script progress in order to complete it, accessible from any supported touchpoint.

Process ID

OpenAccount

Reference ID

XR9084LF

External ID

593fc443aa0cc77b687d4a3

Os

IOS

Os Version

10.3.2

Email

ac@inventia.biz

Device

iPhone

Nome

andrea

Cognome

Cinelli

App Version

3.5.2

Videorecording Accepted

true

Data Nascita

-

Codice Fiscale

-

Mobile Number

+31611730730

Data Entry Confirmed

true

Resources

Carta Identita Fronte

Download

Carta Identita Retro

Download

PROCESS DATA MODE

CLOSE

Welcome

Video Recording Consent

Video Recording Start

Current Date and Hour Statement

Customer Data

Identity Document Acquisition

Sample Contract Sharing

Contract Conditions Acceptance

Email Verification

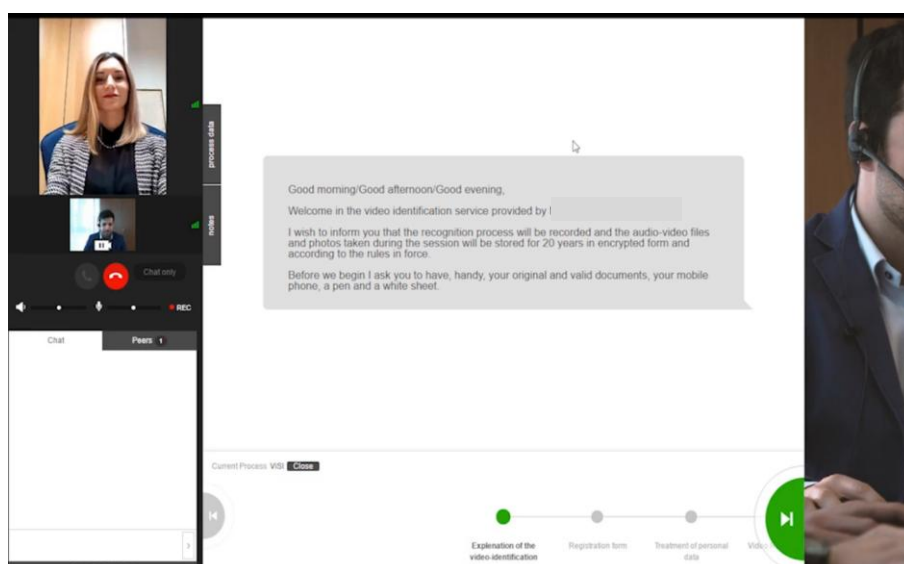
OTP SMS Verification

Close Process

Current Process: OpenAccount

XR9084LF

INVENTIA RECORDING: Inventia Video Contract technology (patent pending) allows you to manually or automatically create a special double-view session (customer-operator/ operator-customer) video recording with session metadata and encryption, providing the utmost proof of the customer's willingness to acquire a specific service: a secure file, ready for electronic archiving.

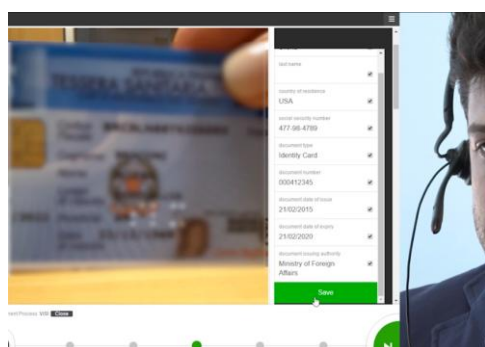
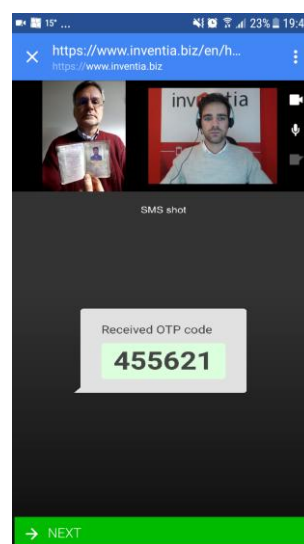


Video recording is stored on Inventia servers (or electronic archiving/trust Service Provider in EDI logic). Inventia also offers the storage of the recorded video file within the limits of

applicable law on Personal Data Management, as well as plugins for integration with the archiving systems of major Italian and European Certification Authorities. Integration with the leading Certification Authority enables Inventiadi to offer plugins for integration with the conservation systems of major Italian and European Certification Authorities.

INVENTIA CERT: Inventia Cert technology (patent pending) is an innovative feature enables you to create a special screenshot in a manual or automatic way where you can undisputable combine the customer image along with its ID document, an operator image, and an SMS OTP/Digital Signature code, freezing in a single image the will of the customer to acquire a service, the context, and signature code. Useful as proof of the will of the customer or as a receipt to be sent at the same time to the customer as proof of his will. The Inventia Cert solution was designed to support the requirements of the recent SPID legislation in Italy and is today the only solution that allows the execution of a standard SPID in a mobile environment.

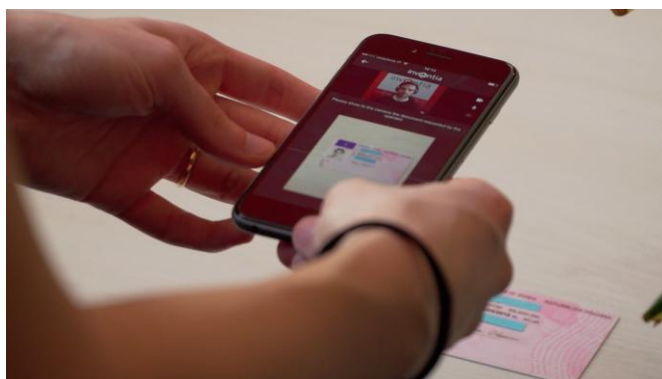
In particular, the Italian regulation (DIGITAL IDENTITY PROCESS OF PROCEDURE FOR THE IMPLEMENTATION OF SPID, ARTICLE 4, PARAGRAPH 2, DPCM 24 OCTOBER 2014) states in Art.8 paragraph G: "the operator sends an SMS that the applicant is required to present to the device and an email to the declared e-mail address, with a link to a URL for verification."



INVENTIA SIGN: Inventia technology allows to sign legally binding contracts directly into the video chat system.

Inventia offers its own E-sign solution or integrates marketplace electronic signature solutions with leading market leaders including Namirial, Infocert, Intesa IBM, Xyzmo, Trust ...

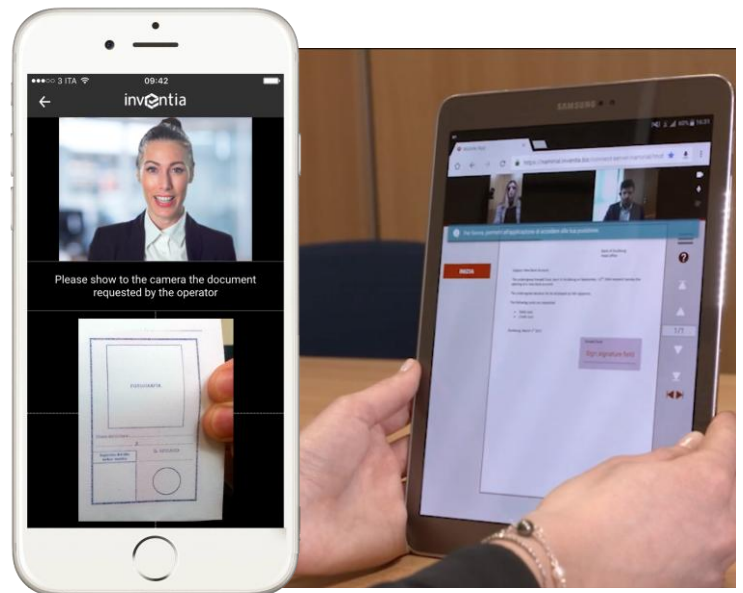
INVENTIA REMOTE CONTROL: This specific feature is part of the IOT (Internet of Things) context as it allows a platform-to-device interaction to "tele-control", with the customer's consent, a peripheral device needed to run a particular Process: for example, the client video camera, which can be managed by the Agent to use it as



a powerful scanner or to capture on-the-spot images.

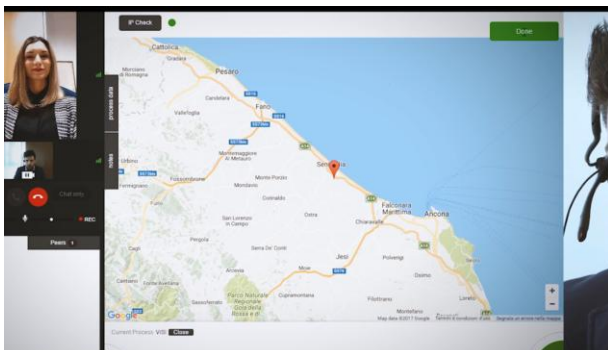
This feature can also be integrated with OCR capabilities to allow automatic acquisition of document data.

INVENTIA IDENTIFICATION: Inventia offers a set of modules that can handle the entire customer identification process for on-boarding or KYC. Thanks to modular script management, these tools can be recalled and orchestrated according to the specific compliance required and in the preferred order. Among the tools offered by the Inventia platform, you can find Email-Check system, real-time email checking, OTP-Check, Real-time control of a face-to-face comparison from the identity document to live video chat.



INVENTIA ON-BOARDING: Inventia's On-Boarding Technology allows you to manage all the stages of an on-board customer process and can be done in both ways

- Attended (with Live Operator)
- Un-attended (with a presigned/Avatar Agent, *-Patent Pending*) in Automated Mode by Streaming a Recorded Video of a Operator helping the client to execute the procedures, by leaving the audits to the back-office.



INVENTIA GEOLOCAL: Inventia technology allows you to identify the correct location of the customer to strengthen the identification process or for marketing purposes.

This capability can also be used to initiate geo-related routing: for example, chats can be directed to local Agents that will then respond to the customer digitally and possibly also offer personal support.

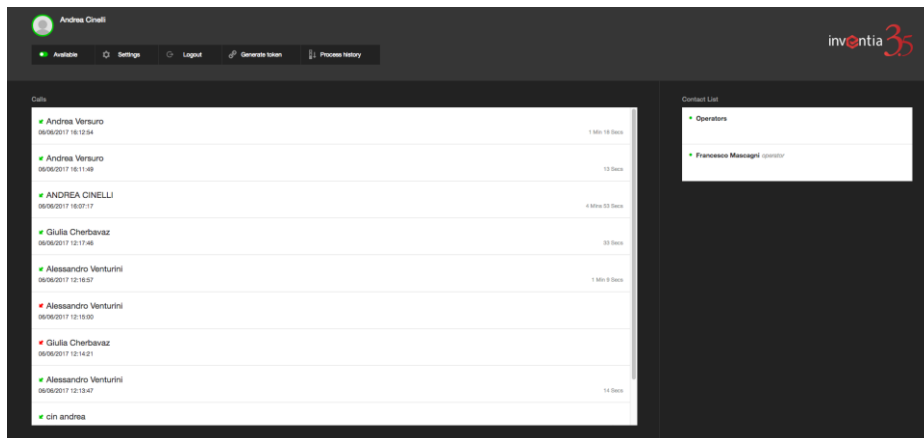
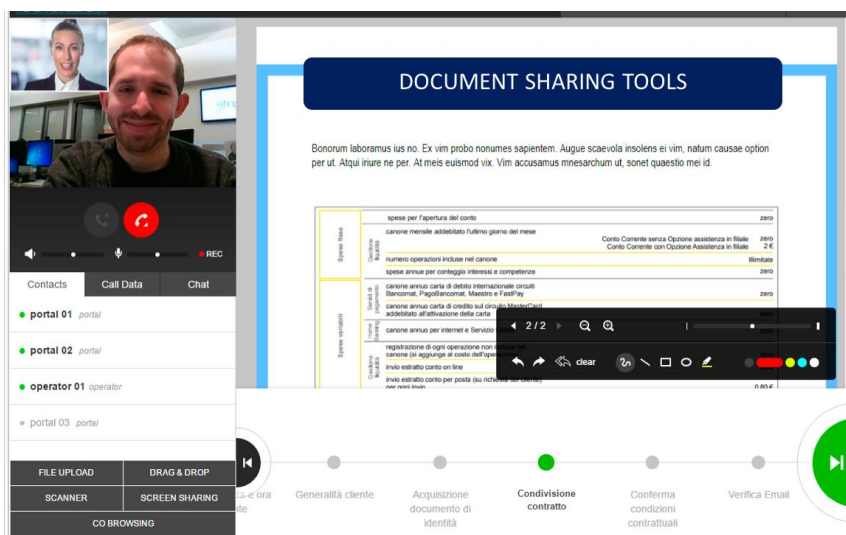
INVENTIA WEB COLLABORATION:

- DOCUMENT SHARING/HIGHLIGHTING
- FORM CO EDITING
- FILE SHARING
- SECURE CO BROWSING
- CALL BACK
- SCREEN SHARING

Inventia offers many collaborative tools.

With these features, for example, it is possible to manage the exchange / sharing of documents with the customer by guiding him step-by-step on the requested page or by highlighting and annotating the document together with graphical tools on the document.

Co-edit forms together with the client by seeing the real-time typing from both sides; share one or two way files; guide the customer in assisted navigation mode thanks to co-browsing; share your screen with the customer, optimize service time through presence settings and call back features.



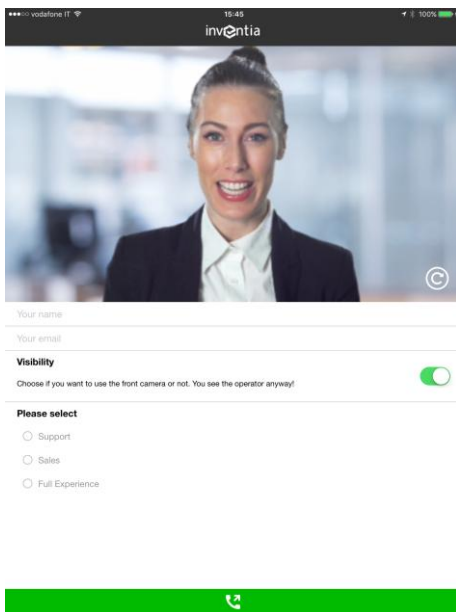
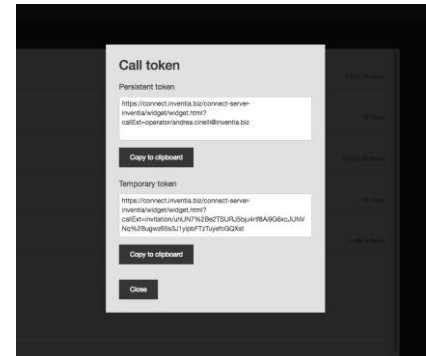
INVENTIA CONSOLE: The Inventia 3.5 console enables the operator to have a powerful tool for collaboration and interaction.

The Inventia console is completely web based and can be used on any PC that meets base requirements. It can

also be used on a tablet. The Agent console can be easily integrated into any CRM system through pop-ups or webview or frames within 3rd-party systems.

INVENTIA CLICK2CALL: Click2Call functionality allows you to manage customer engagement by sharing a simple link: the token can have temporary or permanent validity and can be shared via email or SMS. It is useful, for example, while recalling or retrieving leads.

Thanks to this mode you can also reach out for customer on socials or on messaging platforms such as Whatsapp and Messenger.



INVENTIA WEB WIDGET: The Inventia Web Widget is a Java/HTML5 script that can be easily integrated in any website through a simple cut & paste process.

The web widget is easy to customize and can be used to create a pre-selection of available services. The customer can choose either Text-Chat mode or Video-Chat mode.

When entering a video chat, the customer is connected to the operator by default in one-way video chat. Two-way video interaction can be activated anytime during the session.

The web widget can also be integrated into the web site and e-commerce to respond through proactive rules.

INVENTIA ADMIN DASHBORD & REAL TIME ANALYTICS: Inventia offers a powerful Admin system that allows agents to manage all features, licenses, and real-time platform activities.

The Analytics area allows companies to have a detailed picture of the performance and service quality.

INVENTIA

USERS

OPERATORS

PORTALS

PORTAL TYPES

MONITORING

ANALYSIS

RECORDING

SERVICE

LICENSING

3RD PARTIES

AGENTS

COMING

ADMIN

USERS

OPERATORS

PORTALS

PORTAL TYPES

MONITORING

ANALYSIS

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INVENTIA

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PORTALS

PORTAL TYPES

MONITORING

ANALYSIS

RECORDING

SERVICE

LICENSING

3RD PARTIES

AGENTS

COMING

Level Of Service

Time Usage

Call List

Process Data List

Last Hour

Today

Filter

Total Incoming Calls

0

Answered Calls

0

Missed Calls

0

Average Conversation Time

N/A

Average Queue Time

N/A

Average Waiting Time

N/A

Level Of Service

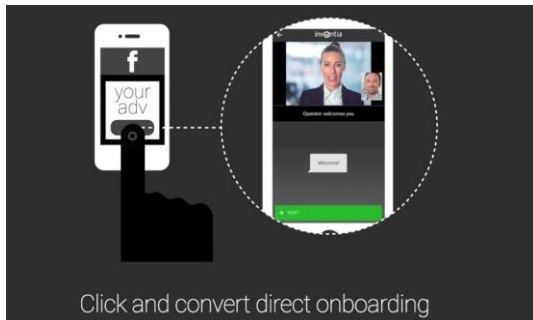
N/A

OPERATOR LEVEL OF SERVICE

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INVENTIA FACEBOOK CONNECTOR : The customer can also be engaged from a Facebook advertising campaign, page or messenger.

This feature transforms Facebook from lead acquisition channel into a powerful conversion tool.



INVENTIA FOR HP SPROUT APP :

Inventia developed the VisualNGAGE APP for HP Sprout to turn an HP Sprout workstation into a video kiosk.

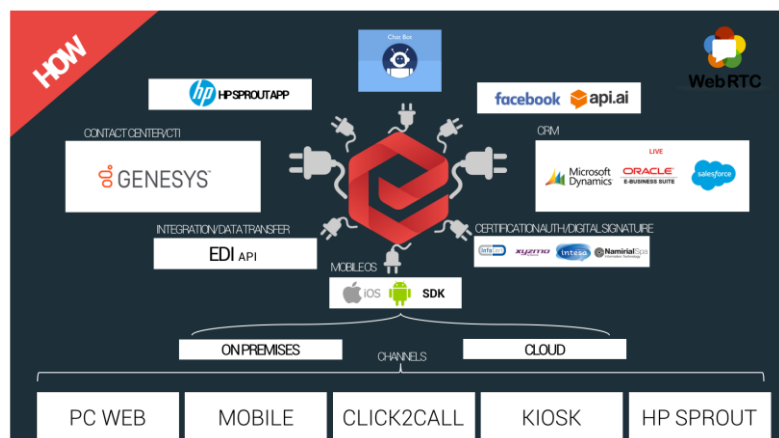


Architecture

Inventia platform technology bridge CTI / Contact Center systems and a CRM systems offering multiple plugins for integration with third-party solutions, offered by Inventia under the brand Visual -Engage (eg Visual Engage for Genesys).

The Inventia Platform structure is built on three levels:

1. Application Server distinguished by the activated channel modules (web, mobile ...);
2. Operator Console (Agent);

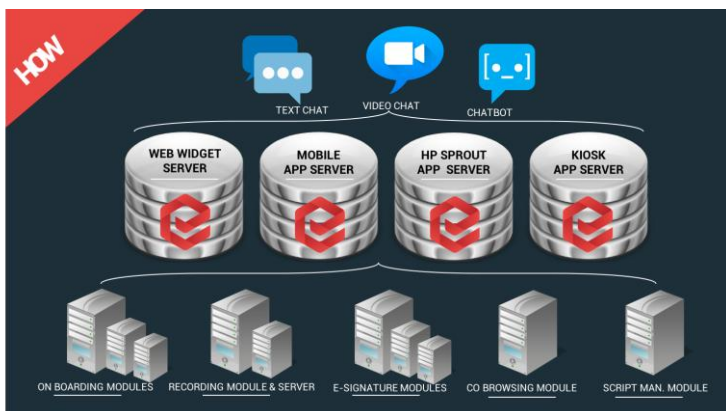
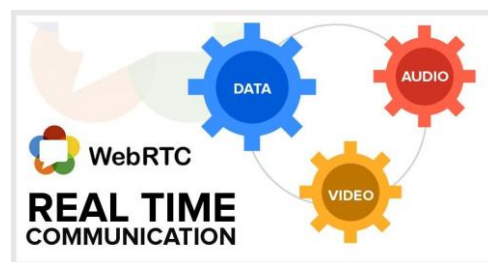


3. Touch Point (End-User).

Inventia Application Server

The Inventia application server was developed with a completely modular structure and based on WebRTC protocol, allowing to manage multiple touch points.

Inventia uses Mongo DB as a base but can easily interface with 3rd party systems through the EDI integration form via API.

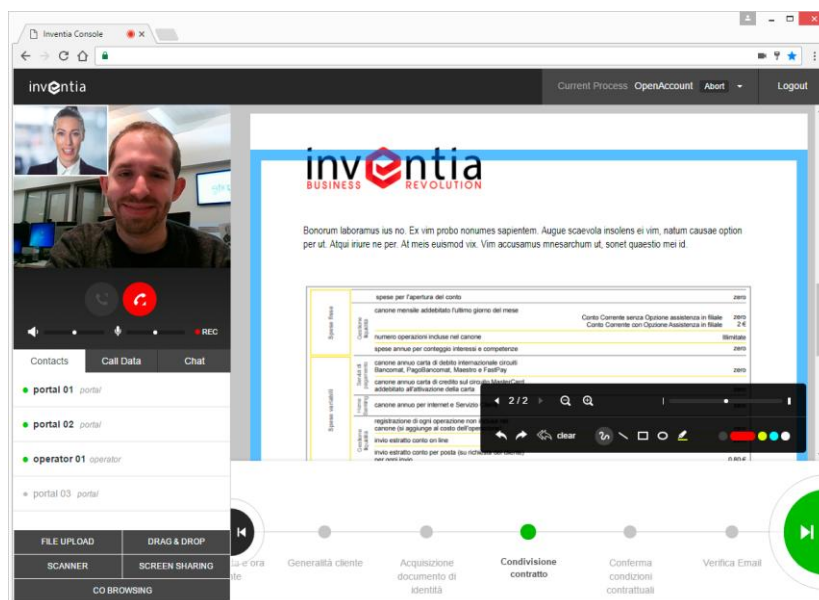


Service provisioning can take place in SaaS (Software as a Service) mode from the Inventia Cloud infrastructure, or in On-Premise mode directly in the Client Server Farm.

Data transmission is secure with Https / SSL protocols.

Main features:

- SaaS Mode from Cloud or On Premise Mode at the customer's
- Admin Dashboard for Back-end Analysis and Monitoring of System Resources
- Real-Time License Authentication System
- Customizable routing system
- Customizable group creation system
- Customizable



proactive engagement

- Customizable Script Management System based on modules
- Smart Code Management System
- Session recording with encryption SHA 256 (optional)
- Integration with the Certification Authority for Conservation
- Modules for integration with third-party systems
- Configurable chatbot (optional)
- SDKs for iOS and Android mobile environments
- SDKs for EDI exchange with legacy systems
- Signature Platform Connectors, Crm or CTI
- Web SDK for Web PC environments
- APP for the HP Sprout Pro environment
- Integration with third party signature systems.

Easy to use operator console:

- One & Two-way video / audio / text chat with two modes that can be selected by the customer:
 1. Two way video (operator and customer are seen);
 2. One way video (the customer sees the operator but the operator does not see the customer)
- bidirectional file-sharing to and from the customer
- Screen casting with dynamic screen sharing
- Automated Script and Commerce Management System
- Automatic Call Queue Management
- Drag & Drop Document sharing
- Acquisition of Document Wizard
- Client-less Co-Browsing without any software installation
- Operator Console with Software or Web Client
- Monitoring device status
- Integrated Call Media Test

Operator system requirements:

- PC Requirements:
 - OS Windows 7 Pro
 - Intel i5 or equivalent CPU
 - Minimum 4 GB RAM
 - HD monitor > 20 "in Desktop sharing mode
 - Oracle Java 7 latest release

- The recommended Multimedia Accessories:
 - USB headphone: Logitech USB Mono H650e or Logitech Wireless Mono H820e
 - USB HD Webcam: Logitech HD Pro Webcam C920



Available Touch Points

The Inventia platform offers the ability to interact with the customer through the enabled touch points to handle the commercial processes required in the omni-channel era:

- **Inventia Web:** allows you to offer video chat support through any Web site / E-commerce and through a simple browser without any software installation. It is a micro-JavaScript application of Video Chat WebRTC, which allows instant interaction via the video operator connected to the Inventia platform easy to integrate through a simple cut & paste on the page where you want to interact with the customer of a simple HTML / Javascript line of code.
- **Inventia Mobile:** can be used for Android devices directly via browser without the need for any APP. However, by activating the **Mobile APP** module, you can also use the Inventia service through the Inventia Mobile APP from the App Store for iOS and Google Play for Android systems. Finally, thanks to the iOS and Android SDK extension, the Inventia APP can be integrated into an existing App of the customer.
- **Inventia HP Sprout:** allows you to deliver Inventia services through one of the specialized HP Sprout Pro technology outlets in Inventia services offer: designed to provide indoor video services, video support, diversified processes, promotion, sales and delivery of products.
- **Click2Call:** With Click2Call technology, the agent can share a permanent or temporary Token generated by the Operator Console and send it to the customer via email or sms for immediate engagement.
- **Inventia Kiosk:** allows you to deliver Inventia services through one of the Kiosk-based specialized workshops in Inventia services offer: designed to offer video support services,

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Plug-ins and APIs: Visual NGAGE Connector

- **Inventia EDI CONNECTOR** enables the integration of the platform with CRM systems in the company for data interchange in / out
- **Inventia Visual NGAGE for Facebook** allows the use of the Inventia video chat within Facebook (Click and convert direct on boarding, Instant profiling, Immediate subscription, Continuous feedback to Social network for ADV optimization)
- **Inventia Visual NGAGE for Genesys** allows the use of the Inventia video chat within the Genesys phone bar and the routing of calls according to Genesys rules and calendar
- **Inventia Visual NGAGE for CRM** enables integration with CRM systems in the company (eg Oracle, Salesforce, Dynamics ...)
- **Inventia Digital Signature** allows integration with digital signature and identification systems (egInfocert, Namirial, Intesa IBM, Xyzmo ...)
- **Inventia Visual NGAGE for HPSprout PROG1 & G2** enables installation on the HP Sprout Pro workstation

**PLUG & PLAY
INTEGRATION WITH:**

IS (Interaction Server);
WDE (Workspace Desktop Edition);
GMS (Genesys Mobile Services)

IS (Interaction Server);
WDE (Workspace Desktop Edition);
GMS (Genesys Mobile Services)

The dashboard includes the following modules:

- Monitoring module - Real-time monitoring&Analytics

[illegible]

Live Monitoring Levels:

- Current Call Status Monitoring
- Given Use Global Operators
- OperatorsInfo and Status
- PortalsInfo and Status
- Supervision of all Portals and OperatorsStatus
- Geographic Distribution Resources

Analysis Module

- Monitor hourly, daily, free time setting
- LOS Global Level of Inbound Calling
- Average Global Performance Information
- Detailed Information Operator and Portal Performance

Analysis Module - Usage Time

- Monitor hourly, daily, free time setting
- Status Percentage Call Global Operators and Operators
- Detailed usage time Operators

Analysis Module - Call Analysis and Performance

Various levels of Supervision / Views

- Supervision Call Analysis for custom adjustable time intervals
- Caller and Receiver Filter Selection
- Call details
- License Census Section
- Licensing Management Panel

Section Configurations

- Admin Configuration Panel to manage permissions
- Platform Parameters
- or Workplaces
- Server Licensing Activation Tool, Portals, and Operator Users

Optional features

- Additional channels activation (next to the first included in the base configuration)

- OCR
- Script management
- Script Modules
- Script Personalization Module
- Process routing selection
- Video recording with dual view media file (Requires server activation Recording)
- Sha-256 encrypted recording
- Web co-browsing
- Additional back-end admin dashboard (following the first license included in the basic configuration)
- API & SDK
- Connectors for Digital Signature Systems
- Facebook connector
- Genesys connector
- HP Sprout APP