



**WHAT'S NEW
IN SAMWIN 11**

11
samwin

samwin 11

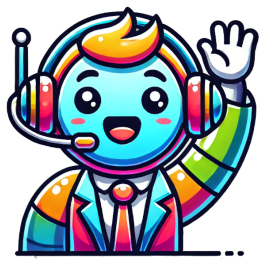
Welcome to a New Era with samwin 11

samwin 11 marks the beginning of a new generation of modern communication: powerful, forward-thinking, and ready to meet future challenges. This latest version combines innovative technologies with a clear focus on user-friendliness, efficiency, and flexibility.

Key innovations include the integration of artificial intelligence, the introduction of container-based architectures (Docker), and a wide range of features specifically designed to meet the needs of our customers and partners.

samwin 11 takes your communication solution to the next level – more intuitive, faster, and smarter than ever before.

AI•ttendant



With real-time AI integration based on the market leader OpenAI, samwin takes its attendant console and contact center solution to a whole new level. The virtual agent communicates with your customers in real time – efficiently, at scale, and around the clock. All while keeping full control within the proven samwin infrastructure.

More Efficiency. Greater Availability. New Possibilities.

Welcome to the next level of intelligent customer interaction – with samwin and state-of-the-art artificial intelligence.

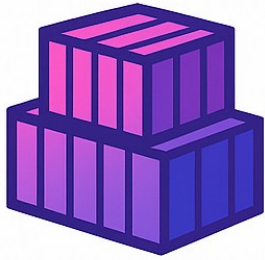
Whether in classic attendant console environments or early-stage contact center scenarios, samwin elevates customer communication to an entirely new level. The AI-powered virtual agent confidently handles initial inquiries, responds instantly and accurately, and significantly relieves your staff. The result: shorter wait times, more satisfied customers, and improved service quality.

Thanks to seamless integration into your existing processes, your familiar system landscape remains fully intact – with complete control over data access, user permissions, and integrations. At the same time, the intelligent combination of virtual assistants and human agents opens up new opportunities for hybrid communication models. samwin becomes the ideal platform for flexible, high-performance, and future-proof customer interaction – ready for the challenges ahead.

With the samwin AI•ttendant, a new era of intelligent call handling begins today. The AI-powered assistant reliably manages phone inquiries – for example during after-hours coverage, overflow, or full 24/7 operations. It draws not only on traditional resources such as directories and presence information, but also on contextual understanding to make well-informed decisions.

It detects the need for conversation, asks targeted follow-up questions, intelligently decides on call transfers, or efficiently logs customer requests – for instance, by automatically generating emails or handing off to human colleagues when needed. This makes availability a strategic advantage – powered by technology designed for people.

Containerization / Docker Support



Rely on a modern platform that combines agility, security, and efficiency.

With samwin 11, our partners benefit from a new container-based deployment option (Docker), enabling them to host samwin efficiently and provide it to their customers in a more convenient and resource-friendly way.

The samwin 11 contact center solution now also supports deployment in container environments – opening up entirely new possibilities for a dynamic, scalable, and modern IT infrastructure. Container technology allows multiple samwin systems to run simultaneously on the same infrastructure.

Containers offer a high degree of flexibility: they can be started, stopped, replaced, or scaled quickly – depending on the specific needs of your contact center. Thanks to their stateless design, all data is stored outside the container, ensuring not only greater security but also simplified maintenance and instance recovery.

No traditional installation is required – containers are ready to run immediately. Missing or incorrect dependencies are a thing of the past, as each container includes exactly the system components it needs.

When it comes to updates, samwin also shines in containerized operation: new versions can be staged and rolled out with minimal downtime – without disrupting ongoing operations. The entire solution is based on cloud-native technology, making it ideally suited for hybrid or fully cloud-based scenarios.

Containerization / Example Calculation

Example Calculation: VM Savings through Docker Deployment

A traditional samwin hot standby setup typically requires two dedicated Windows VMs per system – one for the active instance and one for the standby instance.

That means:

- 1 system = 2 Windows VMs
- 3 systems = 6 Windows VMs

Sample infrastructure for a samwin hot standby system using Docker:

- 2 Windows VMs for central services (e.g., web services, management)
- 3 Linux VMs as container hosts (e.g., for samwin services)

This environment enables multiple samwin systems to run in parallel – depending on workload and configuration, for example:

- 3–5 samwin systems on the same 5 VMs

Starting with the third system, you save two Windows VMs per additional system – resulting in lower infrastructure costs, simplified management, and significantly higher resource utilization.

Alternative to Microsoft SQL Database

As an alternative to the Microsoft SQL database cluster required for the samwin Web Agent, samwin 11 now supports running the Web Agent with the open-source MongoDB database cluster. This enables a highly available Web Agent infrastructure – without the licensing costs associated with Microsoft SQL Server.



Especially for smaller installations with high demands on availability and performance, MongoDB offers an attractive and cost-efficient solution. This system architecture allows for a modern and economical implementation of Web Agent operations – without compromising on stability or reliability.

Microsoft Teams Synchronization

With samwin 11, the proven integration with Microsoft Teams is extended by a new, resource-efficient option. In addition to the existing deep integration as a Microsoft Teams app, samwin now offers a lightweight alternative that efficiently links both systems – ideal for environments where independence and status synchronization are key.

In this new operational mode, samwin and Microsoft Teams function independently, while continuously synchronizing their presence statuses. Microsoft Teams remains the leading system: the presence status in samwin reflects the state defined in Teams.

At the same time, the synchronization works both ways – for example, if a call is made via the samwin Web Agent and the samwin status is set to "Busy," this status is automatically reported back to Microsoft Teams.

Unlike the deep Teams app integration, calls in this mode are not handled as Microsoft Teams calls, but instead continue to run through the established samwin infrastructure using the integrated samwin softphone – all while maintaining consistent status display in both systems.

This new option in samwin 11 delivers maximum flexibility for hybrid communication environments – lightweight, independent, and user-friendly.

Classic Agent Feature Takeover

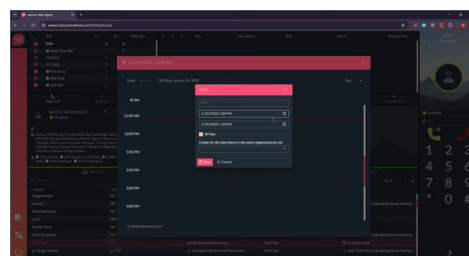
With samwin 11, the evolution of the Web Agent continues consistently. Many familiar features from the proven Classic Agent (desktop application) have been reimagined, modernized, and integrated into the web interface according to current standards – user-friendly and powerful.

Users now benefit from a familiar range of functions in a modern, browser-based environment – with no compromises in comfort or efficiency.

Newly Integrated Features in the Web Agent:

"Run Executable" Skill Config Support

Automatically launches external programs or scripts triggered by specific call events.

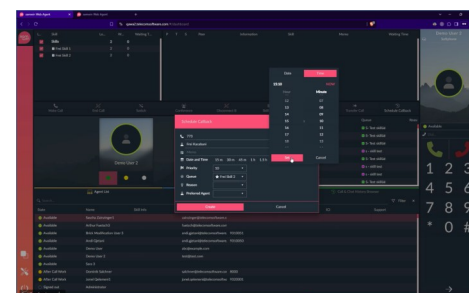


Directory Brick: Auto-Focus on Incoming Calls

Automatically focuses the search field when a call comes in – enabling faster customer response times.

CTI Call Forwarding and Breakthrough

Support for classic CTI features such as call forwarding and call breakthrough, directly within the Web Agent.



Absence Notes

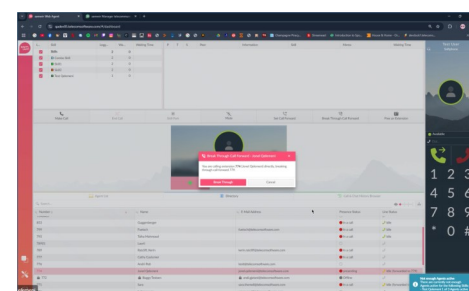
Users can set and display absence notes – improving team transparency.

Callback Management

Integrated callback tracking and handling – clear, simple, and efficient.

Edit Memos in Call History

Previously recorded notes can be edited afterward – for greater flexibility in documentation.



Supervisor Assistance Request

Agents can discreetly request support from a supervisor directly within the Web Agent.



Additional Highlights

More Efficient. More Open. Future-Proof.

Beyond its core innovations, samwin 11 introduces numerous technical enhancements designed to streamline configuration and optimize the integration of external systems.

Global Lua Script Notes – Central Logic for Greater Efficiency

With the ability to define custom Lua functions globally, these can now be reused across all Lua scripts system-wide. This reduces configuration effort, avoids redundancy, and simplifies maintenance – especially in complex environments.

New WebSocket API – Seamless Real-Time Integration

The new WebSocket API enables direct server-to-server communication in real time. External systems can subscribe to events like status changes or actively trigger functions – such as answering, forwarding, or ending calls. This makes it easy to implement custom integrations and automation workflows.

Modernized Licensing Model – Clearer, More Flexible, More Powerful

samwin 11 introduces a rebranded licensing structure with clearer tier definitions and an easily identifiable feature progression across levels.

The model now logically distinguishes between Contact Center and Attendant Console use cases. The former “Multimedia Agent” is now known as the “Advanced Agent” and includes features such as Directory Edit and Advanced Recording – ideal for demanding power users.

samwin 11 – Available Starting Late September

As of late September, samwin 11 will be officially available, replacing samwin 10. Technically, the new version is already ready for deployment – an internal release is already in use. With the official sales launch in September, the full transition begins: all future developments and new features will be provided exclusively for samwin 11.

An upgrade with familiar features – and exciting new innovations!

Please note that the introduction of samwin 11 includes a change to the licensing model.

For detailed information on pricing, technical specifications, and support, please contact your dedicated account manager.