What is CafeX?

Abstract

Over the years, CafeX has produced several software products. These include the Fusion suite providing on-premise voice, video, and co-browse interactions, to Supervisor Assist optimising call centers with sharing and chat, to more recently cloud-based multiparty voice, video and collaboration solutions.

Each of these products has been delivered independently. However, the core underlying platform remains consistent and has evolved over the years. CafeX is now providing a single task-based collaboration application built on a single platform, named CafeX, which culminates the years of research and experience working with large global companies.

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Overview

In the last six years, CafeX has produced extremely innovative software, from bringing the first WebRTC-to-SIP gateway to market to pioneering new ways to provide co-browsing and multi-party video calls. Each step of the way has brought both awards and positive reviews, ultimately contributing to a single platform that has been in development from the inception of the company.

All of the technological learnings have been applied into a single enhanced platform that offers a fully customisable stack for communication and collaboration. Moving forward, application builders embed these features directly from the cloud. Services for voice, video, screen and document sharing, and chat are now available to be consumed using a simple web-component-based framework that makes implementation times shrink and supports rich branding options.

On top of this platform, CafeX provides a single robust and secure application which, exposes all of these services and binds them together with a persistent data room structure that delivers asynchronous collaboration and real time meetings from one virtual location. Each room, referred to as a "track", allows for the addition of documents from disk, cloud-based files and application entities. CafeX manages these pieces of content to ensure that they are available to all members and to optimise their use in task and activity tracking.

CafeX delivers the best of both worlds. The CafeX Platform is able to extend and enrich business applications, and the CafeX Application incorporates all the features of the platform, and more, in one simple tool.

Platform

The CafeX Platform provides a series of collaboration and communication channels as components to be consumed as a cloud service. Each of these services extends a discrete set of capabilities to enterprises and consumers. Services are in turn wrapped up in a "session" that enables any interaction to be expanded to include more channels over time – allowing escalation and tight tailoring of services to use cases.

The platform APIs are designed for productivity and adaptability. While the architecture of the platform is built around microservices, the unit of software libraries is larger than traditional microservices. Each unit provides enough capability to implement an actual service. With this approach the architecture is left flexible, while minimising the effort required by enterprises to adopt and grow their service usage.

CafeX software services use web components to ease consumption within web and mobile applications[1]. These standards-based elements provide extensions to the conventional HTML dialect, allowing developers to simply mark up their applications to include collaboration. This leaves developers free to focus on the user experience and branding rather than the minutiae of the exposed API. It also leads to shorter development times and less errors.

There is intentionally a small amount of server-side development required when using the CafeX Platform. While some level of server-side code must be implemented to secure access to the communications services, this effort is minimal and limited to configuring a "session" using a REST API. This session describes all services that are consumed within any given interaction.

CafeX does not provide a routing solution. Instead, the platform supports integrating these sessions with other routing and workforce management systems. As communication channels increase, the ability to separate those channels from the underlying routing capability is becoming best practice. CafeX provides guidance and services around integration with leading workforce management systems.

CafeX Platform Services

Voice — High-definition multiparty voice over IP and PSTN integration

Video — High-definition multi party video over IP

Screen Share — Real time screen streaming to one or more viewers

Chat — One-to-one and one-to-many text based chat

Doc Share — Common shared view of documents

Application

The CafeX Application incorporates all of the services of the platform and binds them with objective-based data and collaboration rooms called "tracks". This simple approach is based on the philosophy that meetings solutions today are limited by a singular focus on the real-time media experience rather than the complete collaboration journey.
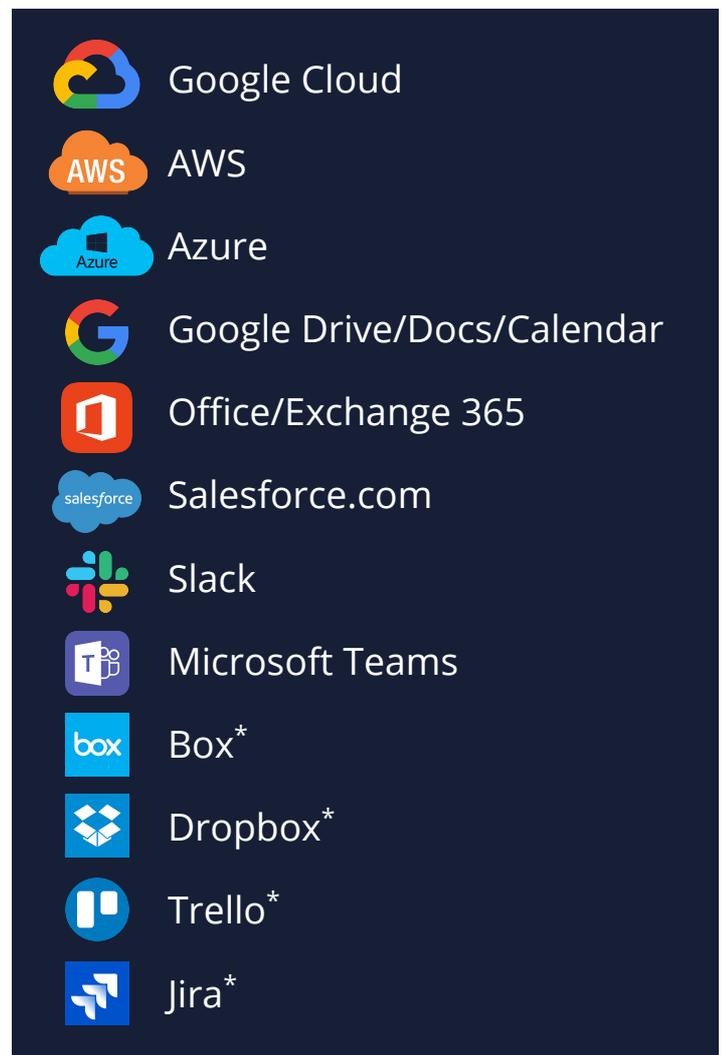
CafeX provides capabilities to ensure collaboration begins as soon as the meeting is scheduled and continues through and after the meeting as tasks and actions are completed.

The application includes built-in agenda creation, action taking, real-time HD voice/video conferencing, recording and transcription. These artefacts, along with other content, are stored in the track backed by a AWS, Azure or Google bucket. Optionally, it can be fully owned and configured by the enterprise to address security and compliance concerns.

Task and action creation and management is an integral piece of the CafeX solution. Actions can be tightly linked to their source (meetings, recordings, transcriptions) and their results (documents, application records and raw data). At the organisation level, this collection of action data can be analysed and reported through integrations to business intelligence platforms (such as Microsoft Power BI).

The collated content can range from traditional file-based documents, cloud repository-based files and even elements from applications such as Slack channels or individual Salesforce accounts.

Users also benefit from the CafeX Application's innate ability to grant access and authentication securely to all forms of content, removing one of the most common hurdles to efficient collaboration.

Google Cloud

AWS

Azure

Google Drive/Docs/Calendar

Office/Exchange 365

Salesforce.com

Slack

Microsoft Teams

Box*

Dropbox*

Trello*

Jira*

*Coming Q3 2019

Application

All events within the CafeX environment are optionally recorded, including simple content management, meetings and the transcriptions of meetings. Artificial Intelligence is applied to this rich set of data to determine where efficiency gains can be made.

Meeting transcriptions provide an accurate depiction of how participants interacted, and the resulting actions and tasks indicate the success of the meeting. Coupling these with voice and video analysis that captures reaction and engagement, CafeX can recommend courses of action to improve productivity.

Along with efficiency gains, machine learning is applied to look for commonalities in the workflow that users follow when executing their business objectives. These patterns can codify the business process taking place within the organisation and allow for further optimisation to both process and onboarding of new knowledge workers.

CafeX also implements a virtual assistant dedicated to each objective-driven track. This assistant is responsible for completing time consuming tasks, such as the scheduling and rescheduling of cross-business meetings and creating follow-ups for actions.

The assistant can also pull content from configured sources and manage the track itself.

During meetings, the assistant helps with keeping to the agenda and time tracking. It is possible to interact with the virtual assistant directly through the tool by using semi-natural language in email and through voice commands in a participating meeting.

In all cases the interactions and changes made by the virtual assistant are recorded and fed into the artificial intelligence to further optimise any future interactions.

Conclusion

CafeX has a pedigree of producing high quality software products that make different types of collaboration seamless. The platform and API that has been built over the years is rich and, as of the latest release, is simple and optimized for enterprise consumption.

By offering an extensive suite of collaboration services directly from its highly secure cloud-based infrastructure, the platform provides convenient building blocks to enable enterprise built applications with the communication capabilities expected by today's consumer.

The CafeX Application builds on this rich platform and adds a focus on persistent and asynchronous collaboration alongside real-time communication capabilities.

CafeX addresses many of the key issues of implementing meetings today, while offering a solid configurable base for other use cases involving activity tracking and customer engagement. A rapidly growing list of integrations means that CafeX can incorporate your existing business process and securely extend it to users outside of your business.

References

[1] Web Components
https://developer.mozilla.org/en-US/docs/Web/Web_Components

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