



We record & analyze communications

CASE STUDY - The Energy Authority®, USA

The Energy Authority®

The Energy Authority® is the United States leader in public power energy trading and risk management services. It is wholly-owned and directed by its Public Power members who participate in the organization's decision-making. Today, 39 public power utilities across the nation are TEA members and partners, representing more than 25,000 MW of combined generation assets with all fuel types.



The **Energy Authority**®

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

"A transactional dispute could cost us millions of dollars. One of the reasons we chose ASC, reliability, has been totally justified."

Scott Follick, Manager, Systems Support
The Energy Authority®

The Energy Authority® Implements ASC's Communications Recording Solutions

The Energy Authority®, the United States leader in Public Power energy trading and risk management, runs a \$2.2 million data center. After experiencing significant difficulties with their previous recording solution, they conducted a thorough due diligence process and selected ASC's recording solution for VoIP communications and TDM trading.

The company experienced immediate benefits including a reduction of search times from about one day to as little as 15 minutes. The solution performed flawlessly, as required for a mission-critical trading environment, and was particularly popular with traders for its ease of use and intuitive interfaces.

The Challenge: Reliable Recording of VoIP Communications and TDM Trading

The Energy Authority needed a better communications recording solution for its Siemens VoIP sets and TDM trading. Their current system was malfunctioning about twice a month and needed a complete reboot of the server, leaving them completely vulnerable to transactional disputes in the meantime. Technical support could take days, and there were often disputes between technicians for the operating system and technicians for the recording solution, both blaming the other for intractable problems.

In addition, their recording system failed to preserve CTI data such as caller ID, and the traders required significant training before they became comfortable with the solution. The complexity of the vendor's system led to problems with connectivity as well.

The need for reliable bulk recording and the failures of their current solution led to an untenable situation.

The Solution:

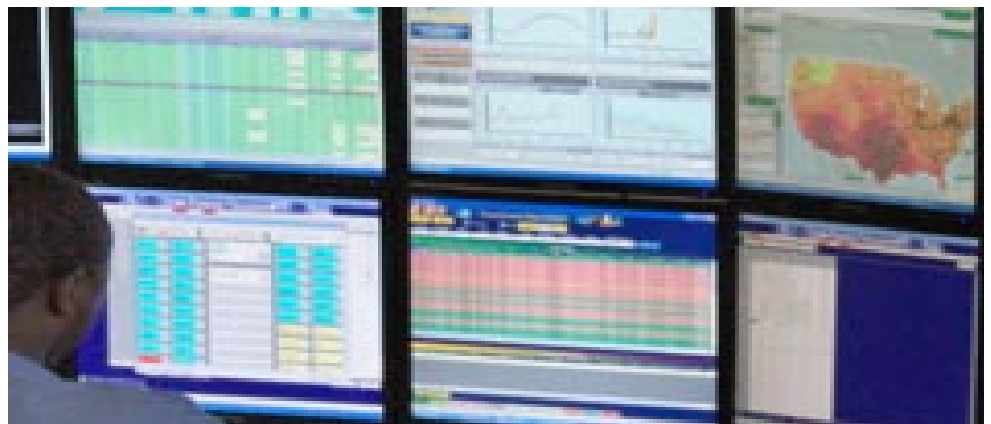
ASC's Call Recording for OpenScope Xpert

ASC's Call Recording for Siemens OpenScope Xpert is certified for full interoperability by Siemens. It handles TDM trading and VoIP communications in one unit, supports free seating and allows searching for calls via trader login. The Recording Interface Application (RIA) facilitates call-index data detection and runs directly on the recorder to avoid the need for a separate CTI server.

The recording solution is built to take advantage of the architecture and open interfaces in the Siemens system, allowing the integration of telecommunications with other functions in a practical way.

Call Recording for OpenScope Xpert is compatible with ASC's communications recording solutions, MARATHON EVOLUTION, MARATHON EVOLUTION XXL and MARATHON EVO*lite*. It can also record individual lines while optimizing the number of channels required.

Scott Follick, Manager, Systems Support of the The Energy Authority®, said, "Our prior communications recording solution required a complete reboot almost twice a month, and we would be totally vulnerable during the interim. A transactional dispute could cost us millions of dollars. One of the reasons we chose ASC, reliability, has been totally justified. In nine months, we have never had to restart our server."





We record & analyze communications

CASE STUDY - The Energy Authority®, USA

The Benefits:

The Energy Authority received reliable bulk recording for its transactions, potentially saving millions of dollars. The new solution was flexible and easy for its traders to use.

ASC's recording system also provided increased functionality by preserving detailed caller-index information, thus reducing the search time for calls by several orders of magnitude.

By preserving VoIP and TDM trading communications in one unit, the product was less complex to install, required less maintenance and avoided intractable disputes and increased downtime when something went wrong.

Scott Follick, Manager, Systems Support of The Energy Authority®, added, "Siemens recommended ASC to us, and we are glad we followed their advice. Our new recording solution is flexible and meets our two major needs for rapid response and secure, reliable preservation of transactions. In addition, its scalability and ability to handle hybrid infrastructures will help us as we grow and adapt to a changing marketplace."

Improved Key Performance Indicators (KPIs) by using ASC software

- Reduced search time via improved call-index data
- Reduced training time due to intuitive interfaces
- Increased reliability for bulk recording



Highlights:

ASC's Call Recording for OpenScape Xpert

- Successfully tested and certified for full interoperability with Siemens
- Call-index data detection via ASC's Recording Interface Application
- Perfect solution for trading rooms, control centers and dispatch offices
- Free seating and searching for calls via trader login
- Compatible with ASC's MARATHON EVOLUTION, MARATHON EVOLUTION XXL and MARATHON EVOLite



"Our new recording solution is flexible and meets our two major needs for rapid response and secure, reliable preservation of transactions."

Scott Follick, Manager, Systems Support
The Energy Authority®



World Headquarters

ASC telecom AG
Seibelstrasse 2 - 4
63768 Hoesbach
Germany
Phone +49 6021 5001-0
Fax +49 6021 5001-310
E-Mail hq@asctelecom.com

United Kingdom

ASC telecom UK Ltd.
1 Stanhope Gate
Stanhope Road
Camberley, Surrey
GU15 3DW
Phone +44 1276 676070
Fax +44 1276 685121
E-Mail uk@asctelecom.com

France

ASC telecom SAS
3, Rue Georges Besse
Silic 10
92160 Antony Cdx.
Phone +33 1 5559 6800
Fax +33 1 5559 6819
E-Mail fr@asctelecom.com

Switzerland

ASC telecom AG
Gewerbestrasse 6
6330 Cham
Phone +41 41 798 0040
Fax +41 41 798 0041
E-Mail ch@asctelecom.com

Middle East

ASC telecom AG
Dubai Silicon Oasis
Emirates Ring Road
Wing F
Office 107/2
Dubai, U.A.E.

Phone +971 56 6923427
E-Mail dubai@asctelecom.com

North America

ASC telecom Inc.
1 International Blvd
Suite 623
Mahwah, N.J. 07495, USA
Phone +1 201 252 3001
Fax +1 201 252 3002
E-Mail us@asctelecom.com

Japan

ASC Japan Inc.
NCC Ningyocho Bldg.
3-7-3 Nihonbashi Ningyocho
Chuo-ku, Tokyo 103-0013
Phone +81 3 5645 5670
Fax +81 3 5645 5671
E-Mail japan@asctelecom.com

Singapore

ASC telecom Singapore Pte. Ltd.
54 Serangoon North Avenue 4
#06-90 Cyberhub North
Singapore 555854
Phone +65 6876 5890
Fax +65 6876 5990
E-Mail singapore@asctelecom.com