

BOOKSHELF

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COMMENT

Integrated communications recording



By Harald Zapp, Chief Operating Officer, ASC telecom

A communications recording solution must be integrated into an organization's network and telecommunications infrastructure to avoid a plethora of difficulties. When choosing a recorder either for traditional telephony or VoIP, carefully analyze compatibility with the company environment as well as product features.

Many PBX and IP phone vendors offer certification for third-party applications. Approval is generally awarded only after a rigorous series of tests and specific modifications by the recording provider. Certification ensures seamless operation and means the solution has been customized to the point where it has become a

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RESELLERS

How telecom vendors can partner for performance

By Charles Watson, Sr VP of Marketing and Sales, Blueroads

Indirect sales channels are a potential gold mine for telecom equipment vendors, representing 80 percent or more of revenue in many cases. But these channels are often overlooked or poorly managed, undermining growth potential.

In a CMO Council study Blueroads sponsored, 75 percent of telecom resellers say revenue will increase substantially in 2008. But channel partners are giving vendors poor marks on some of the most critical avenues of customer engagement.

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VIEW

Will customer service evolve beyond voice?

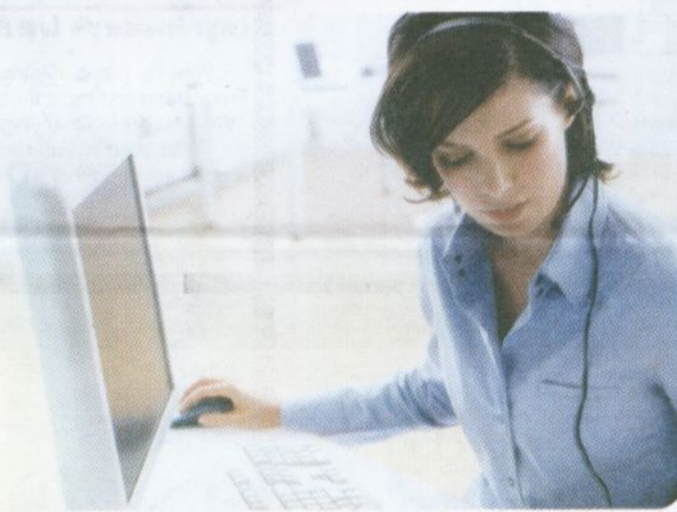
By Bonnie Crater, Senior Vice President of Marketing, VoiceObjects

Modern wireless phones have evolved into miniaturized handheld computers capable of delivering complex content and interactions to support conversations, search, messaging, games, videos, music and more. Most customer service operations, however, are only taking advantage of a fraction of these capabilities.

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COMMENT

Continued from page 3

new, specially-designed product. In addition to general certification, providers will also often offer targeted certifications for a specific platform or product.

Encryption has become increasingly prevalent with demands for protection of privacy and the trend towards more confidential transmissions. For financial organizations this protects customer identity and ensures safe completion of transactions.

For communications recording solutions, however, it offers unique challenges, especially for VoIP transmissions. While previously recorders could sniff transmissions for RTP (audio) packets, encryption is designed to prevent sniffing. Vendors solved this problem through active solutions, making the recorder similar to an additional IP softphone or like the third party in a conference call. However, this method consumed vast amounts of conferencing resources.

Another approach involved passive VoIP recording solutions. Encryption support required close cooperation between solution provider and vendor because encryp-

tion keys are secret and vendor-specific. Thus the need for certification as noted above.

Different network environments and systems often offer unique benefits and opportunities. These involve control of the recorder through a button on the telecom set, operation with both analog and digital phones, and creation of additional indexing information.

For example, Cisco UCM may be configured for recording control and fast search-and-replay via Cisco IP phones. Alcatel DR-link provides a secure interface for voice recording and lets the user connect one central recorder to a network with multiple locations. Genesys Attached Data may be used to define individual recording rules or provide additional features such as manual control. ☛

For more visit asctelecom.com.

RESELLERS

Continued from page 3

Topping the list of complaints are lack of cooperation between channel and field marketing groups, account conflict and poor-quality leads.

Why are things this way? Too often carriers regard their sales channels as forgotten stepchildren relative to direct sales and fail to strategically optimize channel selling with effective opportunity management.

The bad news is that the resellers are being recruited by equipment vendors to help provide complete solutions to customers which often include long-distance, T1 and web conferencing. These vendors understand the value of reselling partners, VARs and agents and have programs which include quality leads, protection on deals and support. Resellers are now demanding this kind of bi-directional value and accountability from all their vendors and want to be treated like first-class sales citizens.

The good news is that vendors can improve the picture by recognizing the importance of the indirect sales channel, embracing and nurturing it through bi-directional cooperation. Blueroads plays a role in facilitating this, helping partners succeed by assigning opportunities with a mix of expertise, relationships and location and enabling collaboration with vendors. They also offer product and sales tips.

This allows partner reps to actively participate in a closed-loop sales and marketing process to increase performance and pre-

dictability and eliminate conflict. Reporting and analytics enable vendors to measure, model and tune opportunities to maximize investments, and identify where and how partners are driving incremental revenue. ☛

For more visit blueroads.com.

CompTIA security course

Techtionary.com announced a new CompTIA Security+ (2008 Edition) Certification Prep Course. Available online, it includes system and organizational security, network infrastructure, access control, assessments, audits and cryptography.

"We have added a number of practical tutorials to help students understand networks, IT, VoIP/SIP, security and resiliency," said Tom Cross, CEO and course developer. "The course is critical for any DoD 8570 program which includes full- or part-time military, contractors or local nationals performing security functions with privileged access to a DoD information system." ☛

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