

## A SIP approach to recording

By Doug Green, Publisher, Telecom Reseller

**SIP** Print is a software voice recording product with no hardware or specialized cards. It is a complete departure from most options and uses no TDM or analog technology. In today's telephony, call setup and teardown is through SIP and the actual bits of data go through RTP (real-time transport protocol). This enables telephony to be hung off of a network that might otherwise be used for data. What SIP Print does is listen to the network, identify a specific traffic and protocol that is related to a telephone call, capture and display the call, and send it by email or store it for later replay. Installation and upgrades are easy.

"All recording products available today

take virtually the same approach," says founding CEO Don Palmer, who was involved in voice recording companies in the mid-nineties. "They tap into the telephone lines, PRIs or trunks. We charge only by the platform provided by the manufacturer."

The much lower investment means the type of professional call recording that was once only affordable for larger enterprises is now available to SMBs.

"Consider an organization with 26 phones. Conventional recording companies are going to offer a 32-channel recorder and initial investment may run \$30,000-\$40,000. SIP Print charges by platform rather than user or trunk, so at this scale the user could have recording for \$4995. At 60

phones it would be \$7,495, up to a maximum of 150 for \$19,000."

Conventional approaches involve expensive equipment, cable and other physical elements which must be manufactured, transported, installed and physically managed for moves, adds and changes. In contrast an all-software approach is inexpensive to deliver, install, upgrade, use and manage.

"SIP Print cuts away at the old-style telephony approach," says Jonathan Fuld, CTO, "where some upgrades are forklifts which are not only expensive but labor-intensive."

Some recording companies are offering VoIP solutions but they retain elements of

past practices such as logger patches and other devices. With the SIP-based approach, recording occurs by capturing information from within the network.

Still early in the game, SIP Print is making friends fast. Novus is close to bringing it on as an offering, and the company is working with major OEMs.

Fuld says they are now focusing on distribution, targeting resellers and Interconnects. He thinks the product will be well-received because it's priced to sell easily to the small enterprises many dealers focus on. "We are in the right place at the right time with the right price." ☐

For more visit [www.sipprint.com](http://www.sipprint.com)

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### The power of speech analytics

By Ralf Roesel, Product Manager, ASC telecom

In contact centers, where communications serve as the sole business driver, it is critical to deliver quality and cost-effective service to differentiate your company. Recording and quality monitoring help by filling the knowledge gap of what is really going on. Monitoring business processes and the changing kaleidoscope of agent communications can transform customer interactions from a phantom to a valuable data resource. However, running a sophisticated solution is time-consuming and costly especially in large contact centers, and many invest in other areas of their business instead.

Still, organizations must analyze customer interactions to meet legal obligations, provide superior customer service and execute data-mining or customer relationship management. The communications recording industry must handle an increasing deluge of information and sift through it to unveil value. Much of this process is addressed by the structured information market, a field some expect to grow at an annual rate of up to 70 percent in coming years.

Speech analytics examines recorded audio by content. It reduces the workload of contact center executives by enabling fast identification of important calls through automated recognition. The solutions available today are based on two major capabilities:

Transcription - conversion of speech into written text using speaker-independent Large Vocabulary Continuous Speech Recognizers (LVCSR), and Phoneme-based recognition - conversion of speech into phonemes and the identification of strings of phonemes.

Many decision-makers are unaware of speech analytics technology and its ability to make their business more competitive, but this will soon change because it saves staff time in an era of rising wages. Furthermore, it extracts critical information otherwise lost in large contact centers. It enables precise and standardized examination of business processes and provides the basis for decisions by supervisors and executives. If its findings are properly heeded, it can mean the difference between company success or failure. ☐

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