Branch Recording Application

Cisco Application eXtension Platform

Introduction

The recording of interactions between customers and company employees is becoming a requirement in many organizations that have multiple sites. Customers need simpler, cost-effective, and robust deployment of applications on their voice and data networks to allow their businesses to meet increasing customer service levels and compliance requirements.

Another trend in the industry is to use branch specialists as virtual contact center agents. Recording often needs to be done where they are based. Standalone recording servers in the remote branches are expensive to deploy and manage, often meaning that while the business would like to deploy recording at the branch, it cannot do so because of the overhead of managing the complexity.

Up to now recording has usually been deployed only for the centralized contact centers. At the branch level, enterprises have not been able to record calls that come into or break out of the local branch, and in the instance of WAN failure when the branch operates in Survivable Remote Site Telephony (SRST) mode, recording fails. There has not been a commercially acceptable solution to this because of the challenges of deploying standalone servers in the branches. These servers have to be cabled to the voice network, which has to be specially configured to pass its voice traffic to the recorder, and this has meant that branch deployment of recording lags behind the business demand for it.

Cisco and VERINT Witness Actionable Solutions: Powering Branch Recording

To empower the branch, Verint used the Cisco AXP to deliver its remote recording appliance (RRA) and in doing so provides a leap forward in the ability for multisite enterprises to deploy recording ubiquitously. This puts the call recording onboard the Cisco ISR. It has the ability to record under CTI control.

How It Works

- The solution utilizes Cisco AXP blade in the ISR as an appliance-type platform for remote capture.
- The RRA will pass in non-real-time recorded calls to a central host for subsequent storage and call database updates.
- Calls are stored temporarily on appliance prior to uploading to the host.
- The central host server will support multiple RRAs and act as a recording engine in its own right.
- The RRA supports Skinny Client Control Protocol and Session Initiation Protocol detection and can be controlled using a centralized computer telephony integration (CTI) rules engine
- Calls captured using single Switched Port Analyzer (SPAN) port connected to the appliance

Call storage:

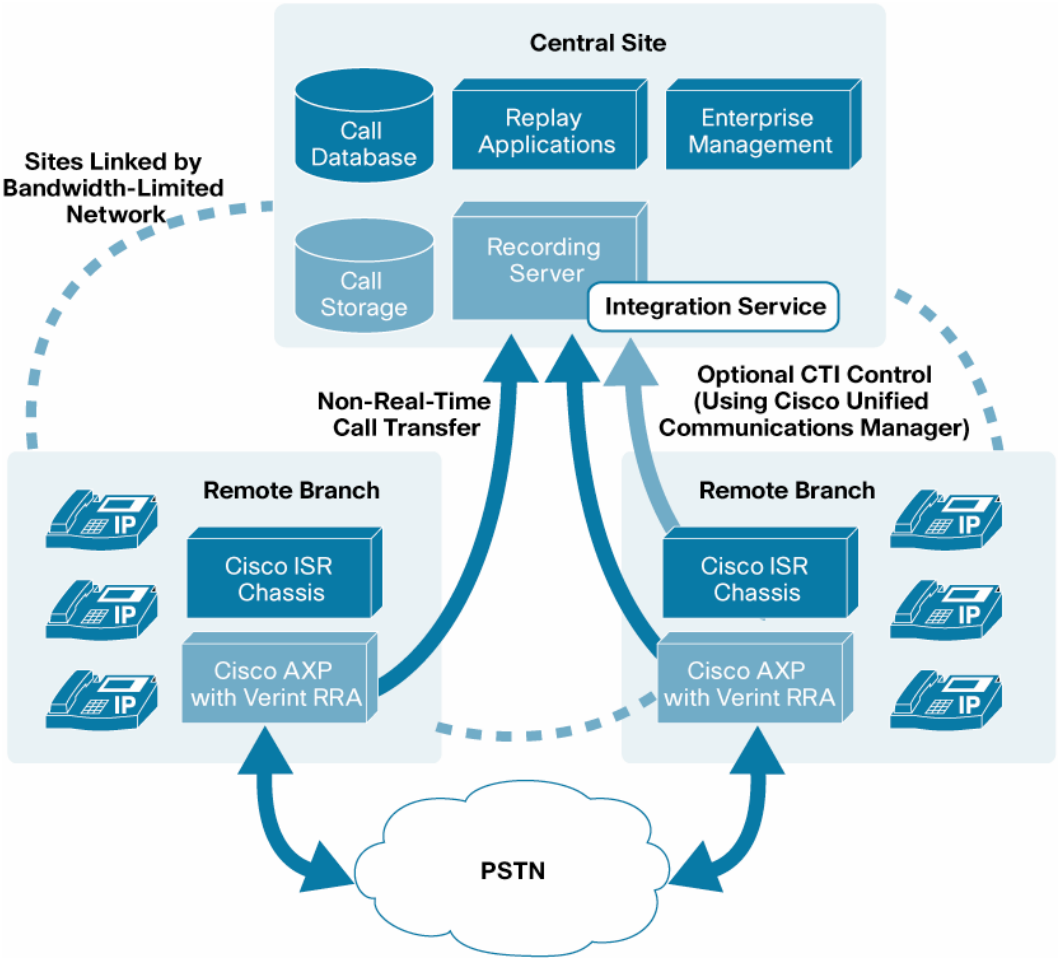
- Locally recorded calls are stored on short-term local storage on the appliance.
- Calls along with their Extensible Markup Language (XML) descriptor files are transferred over a non-real-time link to host for compression and storage on the host local disk.
- Calls can then be archived to subsequent long-term archival if required.

Replay:

- Each call has an associated XML descriptor file that holds all the information about the call.
- Call metadata is extracted from the XML file and inserted into the call's database to enable search and replay operations to occur.
- After a call has been received and logged by the host recorder, the call can be searched and replayed.
- All replay occurs from the central recoding/archive components.

Figure 1 shows the deployment of the solution.

Figure 1. Branch Recording Application Deployment

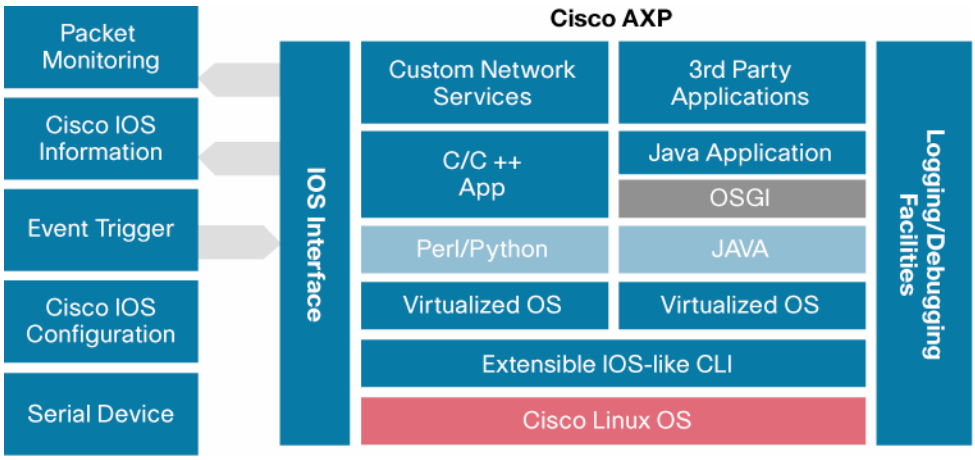


AXP Product Overview

The Cisco AXP provides a standards-based Linux hosting environment within the integrated services router, allowing third parties to integrate applications with the router. Tightly integrated, the Cisco AXP environment is configured and managed through the router. Using this integration, a Cisco AXP application can appear to the end user as an extension of the router.

Figure 2 shows the Cisco AXP and it's components in detail.

Figure 2. Cisco AXP Overview



The AXP solution consists of:

- Application runtime network module, providing dedicated resources to host applications.
- Cisco AXP hosting environment, providing the infrastructure to securely host, install, upgrade, and manage third-party applications and services
- Cisco IOS® Software integration APIs, allowing the application to integrate and use the features of the router
- Software developer kit (SDK), allowing certified customers and partners to develop applications and services
- Cisco AXP Partner Program, providing the collateral, extended technical support, and online resources to help partners develop, deploy, and market their Cisco AXP-based solutions

Business Benefits

- Lower TCO because solution is easier to maintain
- No standalone servers need be deployed into remote sites
- Minimizes local IT support involvement
- Cisco supported platform
- Supports limited network links between remote and central sites
- Allows local connections to voice networks
- Wider deployment of recording, resulting in better customer service delivery and compliance

About Verint

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

For more information on the Remote Recording Appliance for Cisco Application eXtension Platform, please contact a Verint Witness Actionable Solutions representative at info@verint.com or 1-800-4VERINT.

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