



AXP Recording Solution in Cisco's Environment

Stephen Kuk – Strategic Partners & Alliances Director, APAC

NICE Systems Proprietary and Confidential – November 2008



Agenda

- Introduction of NICE Systems
- Current recording solutions for Cisco's distributed enterprise
- Next-generation branch recording solution
- Solution Benefits
- Installation and Buying



Company introduction

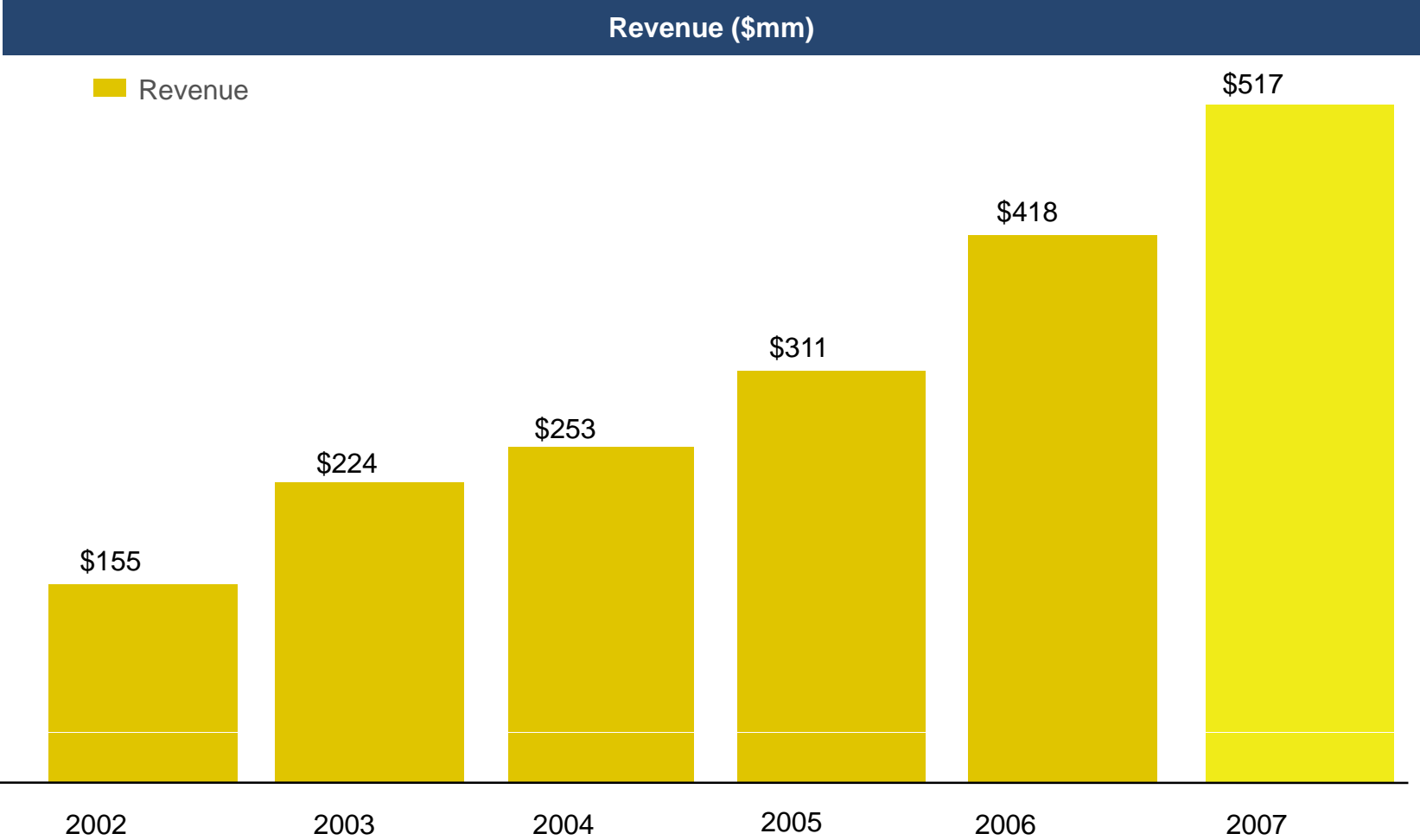


NICE at a Glance

- Founded 1986 (NASDAQ: NICE)
- Global company with
 - Approximately 2,300 employees
 - 4 regional headquarters
 - 5 R&D centers
 - Sales channels in 100+ countries
 - Customer base of over 24,000
 - Over 85 of Fortune 100 companies
- Recognized Market Leader
 - Gartner, Forrester, Frost & Sullivan, Datamonitor, DMG

Strong Revenue Growth

2007 Revenue - \$517M



APAC Presence as of 31 Dec 2007



Strong Partnerships with Industry Leaders

Enterprise



Security



Leading Customers

- 85% of Fortune 100 companies
- World Top 10 Banks



BARCLAYS



Hutchison Telecom



국내 고객

금융



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관공서





Current Branch Recording Solutions and their Drawbacks

What customers are looking for?

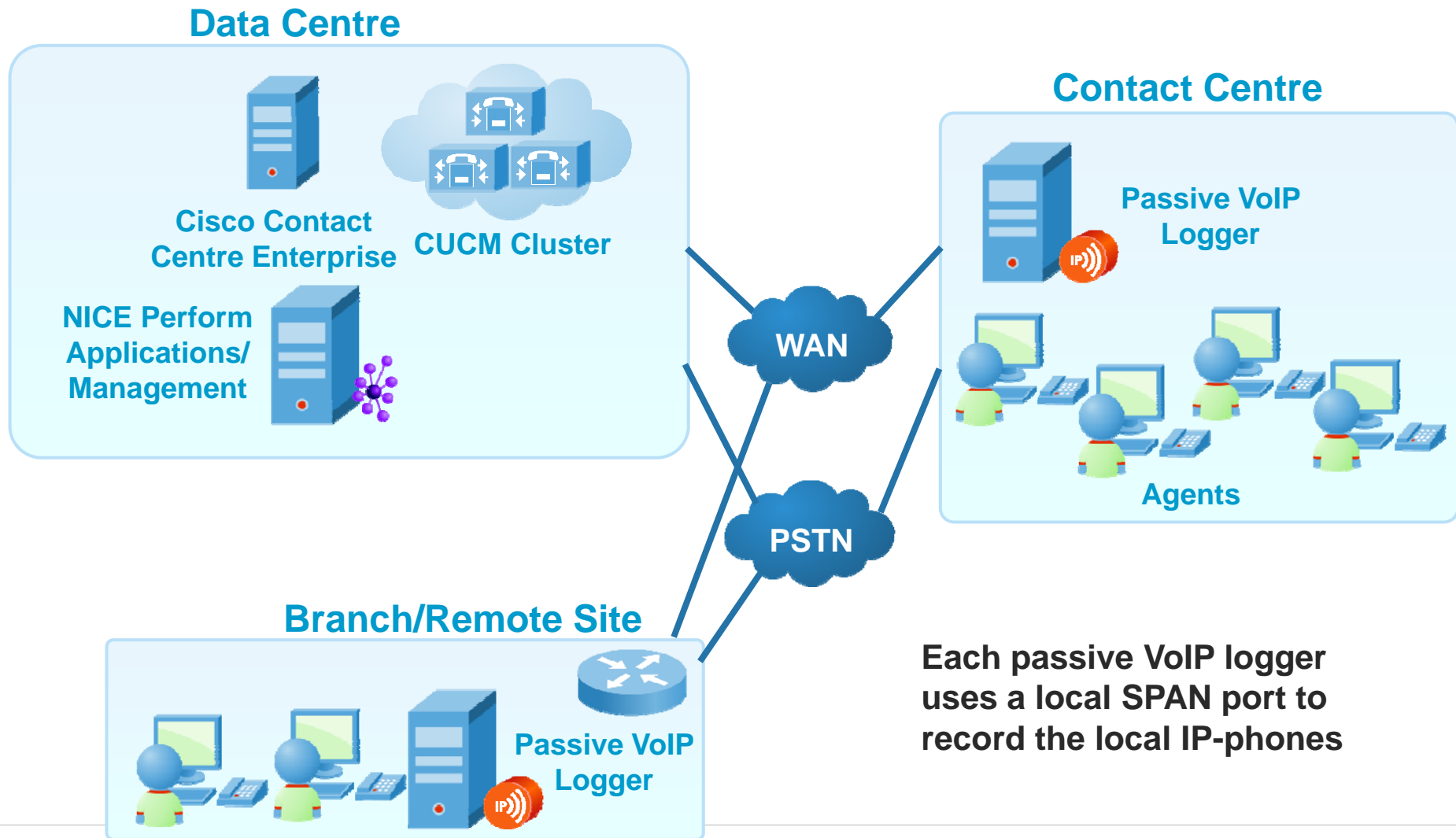
- Head of engineering at one of the top global banks
 - Low cost – A must for branch oriented solution
 - Cost of goods
 - HW platform - Moving to a cheaper HW platforms
 - SW licenses
 - Installation - Minimal physical human involvement at the branch
 - Maintenance - All done remotely from the data center
 - Organizations resources
 - Bandwidth - optimize the network utilization for off peak hours
 - Physical footprint - embedded solutions where possible
 - “We need simple and cheap solutions. We're being driven harder than ever to cut our expenses in Voice recording ... We're simply responding to our business”

Customers are looking for

- Centralized management - All administration from the NICE Perform platform
 - Administration
 - Storage management
 - Quality Management, analytics and performance management for all of the organization

- Business continuity - Store and forward devices
 - A non-WAN-dependent solution

Enterprise Deployment - Passive VoIP Recording

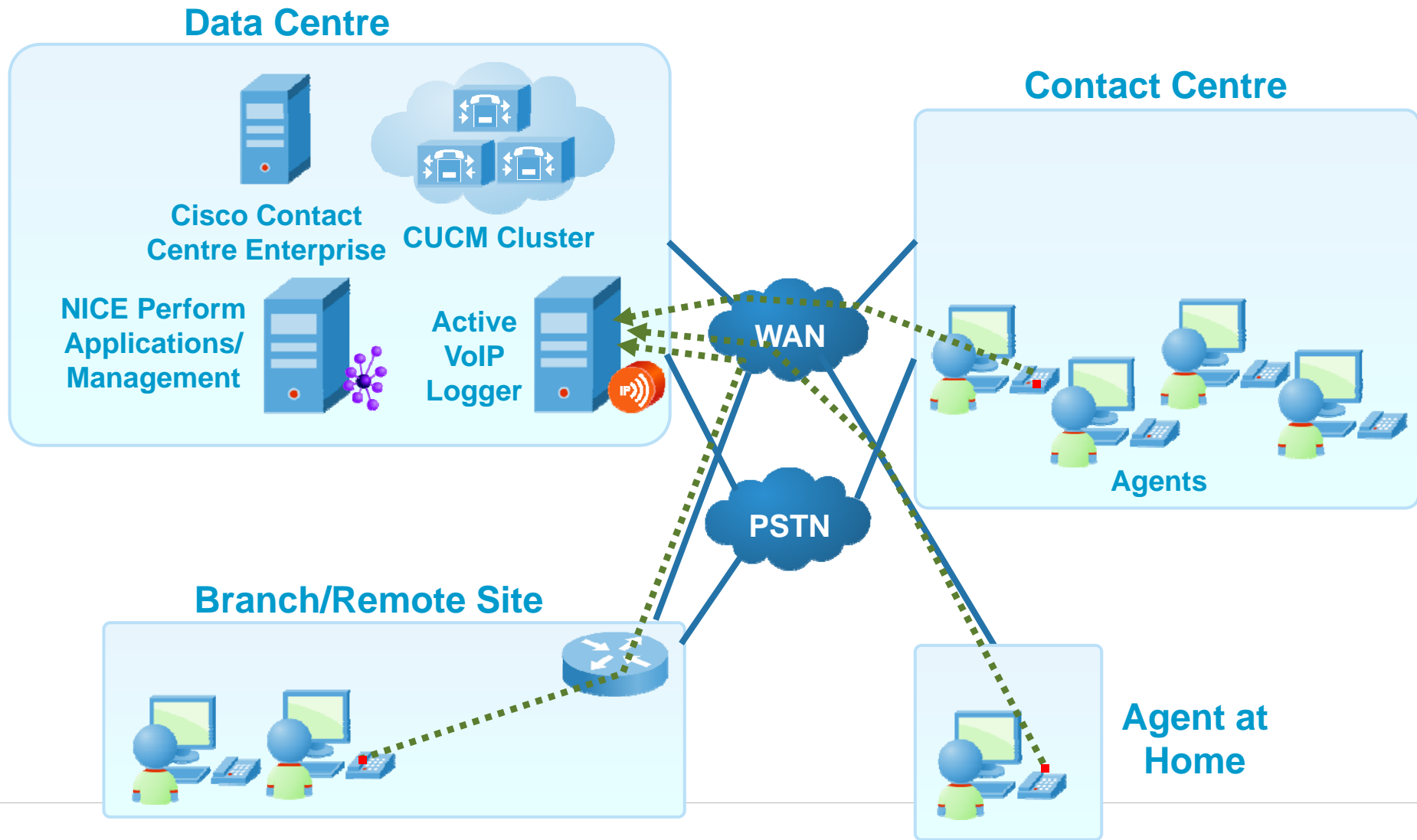


Passive VoIP Recording

- Distributed (Passive) VoIP Recording
 - VoIP logger uses a mirroring port (SPAN) to capture VoIP packets
 - Requires a VoIP logger in the contact centre site

- Main Drawbacks
 - Requires dedicated server in the branch
 - Comes with a significant maintenance burden and cost
 - Has a large footprint

Enterprise Deployment - Active VoIP Recording



Centralised Recording - Active Recording

- Centralized (Active) VoIP Recording
 - CUCM 6.x and above
 - The IP-phone forks two duplicated audio stream to the VoIP logger
 - The VoIP logger can be centrally located at the data centre

- Main Benefits
 - Centralised recording – no need for logger per site/branch
 - All of the servers are deployed in the DC
 - Significantly lower maintenance cost
 - Has a significantly smaller footprint

- Main Drawbacks
 - WAN dependency
 - Recording fails when the network fails (SRST mode)
 - Consumes additional bandwidth at peak usage hours



Next Generation Branch Recording Solution – Taking the Best from the Two Worlds

Network Embedded Logger

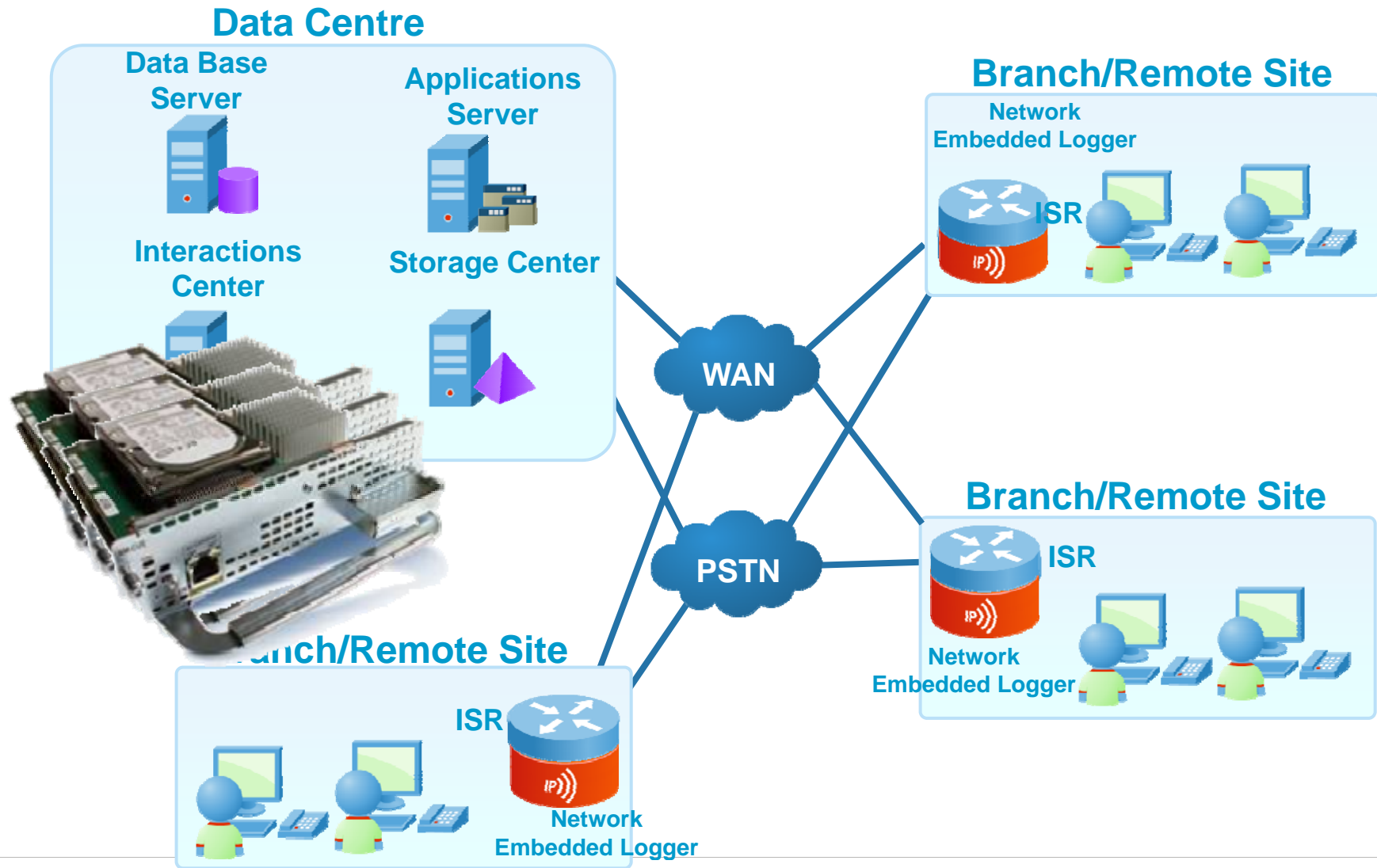
- Cisco Application eXtension Platform (AXP)
- NICE Network Embedded Logger
 - Thin Linux based software component which utilizes the AXP platform
 - Runs as a local logger at the branch and locally captures audio (RTP) packets of the local VoIP calls at the branch
 - There is no need for a server at the branch for VoIP recording



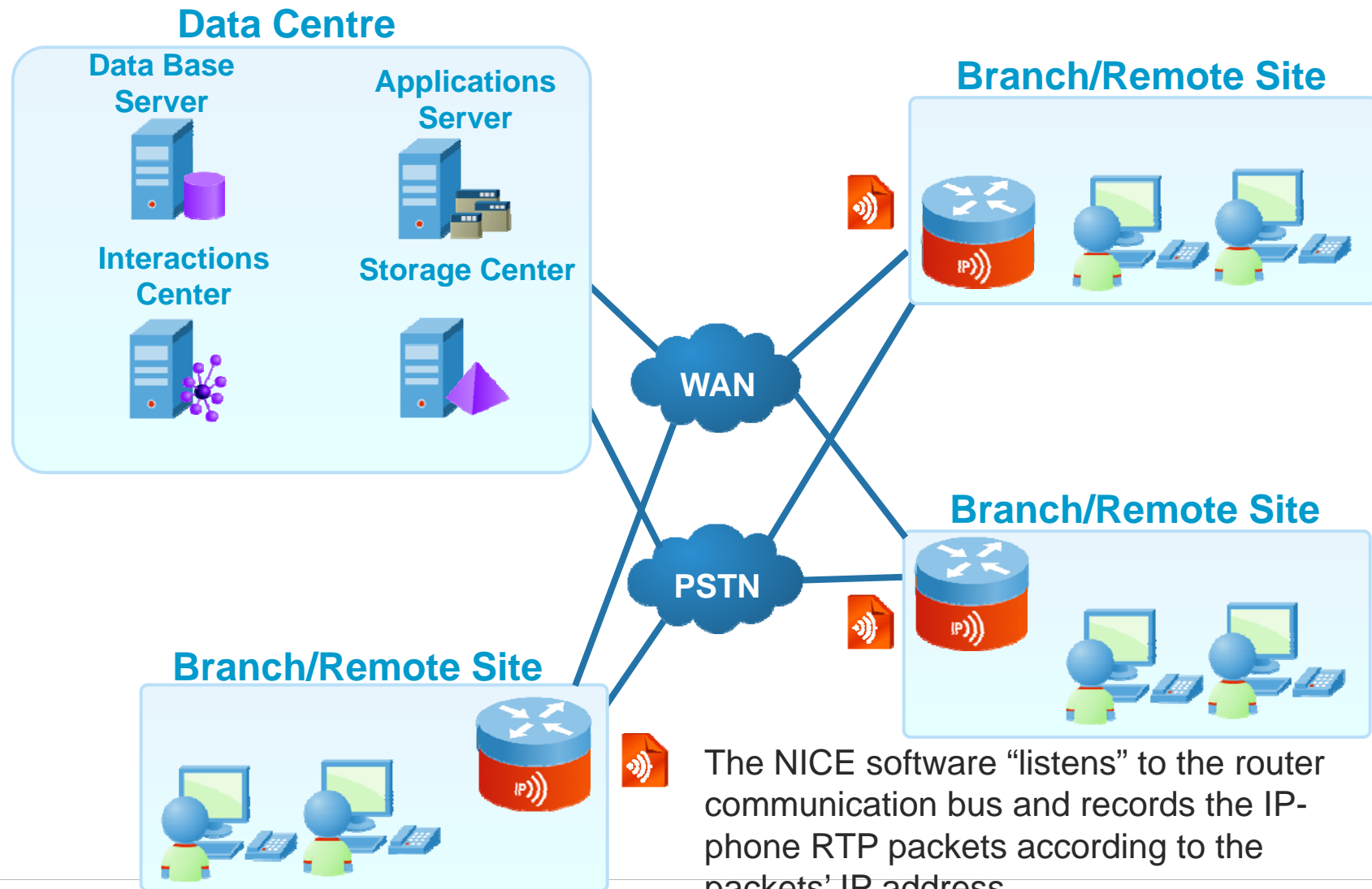
ISR

SKU	Description	ISR Platform
NME-APPRE-302-K9	1 GHz Pentium, 512 MB RAM, 80 GB HD	2811, 2821,2851,3825, 3845
NME-APPRE-522-K9	1.4 GHz Pentium, 2 GB RAM, 120 GB HD	3825, 3845
AIM-APPRE-102-K9	300 MHz, 256 MB RAM, 1 GB Flash disk	2801, 2811, 2821,2851,3825, 3845

Enterprise - Branch Environment



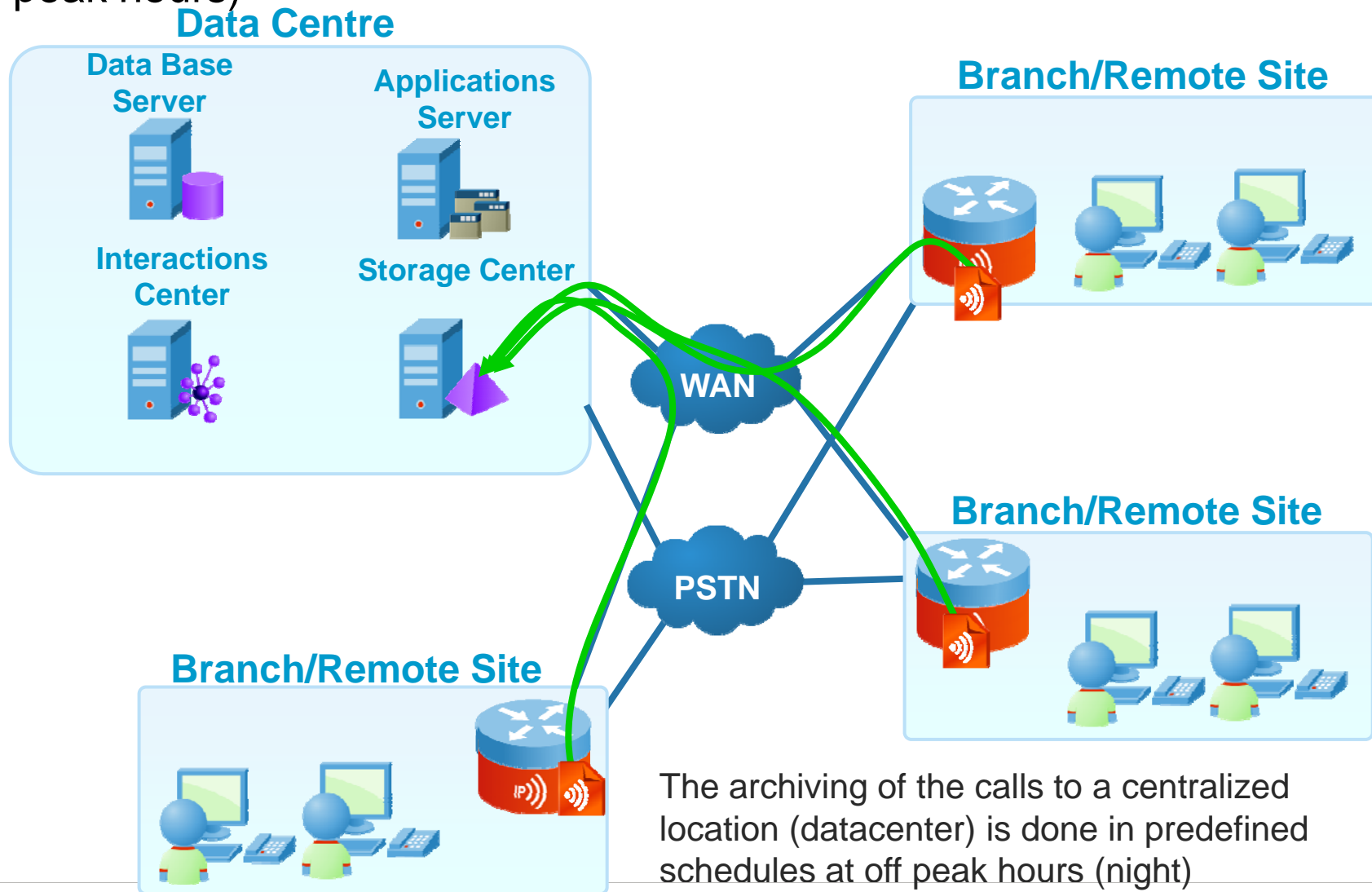
Local VoIP Recording



The NICE software “listens” to the router communication bus and records the IP-phone RTP packets according to the packets’ IP address
The calls are stored on the AXP local HD

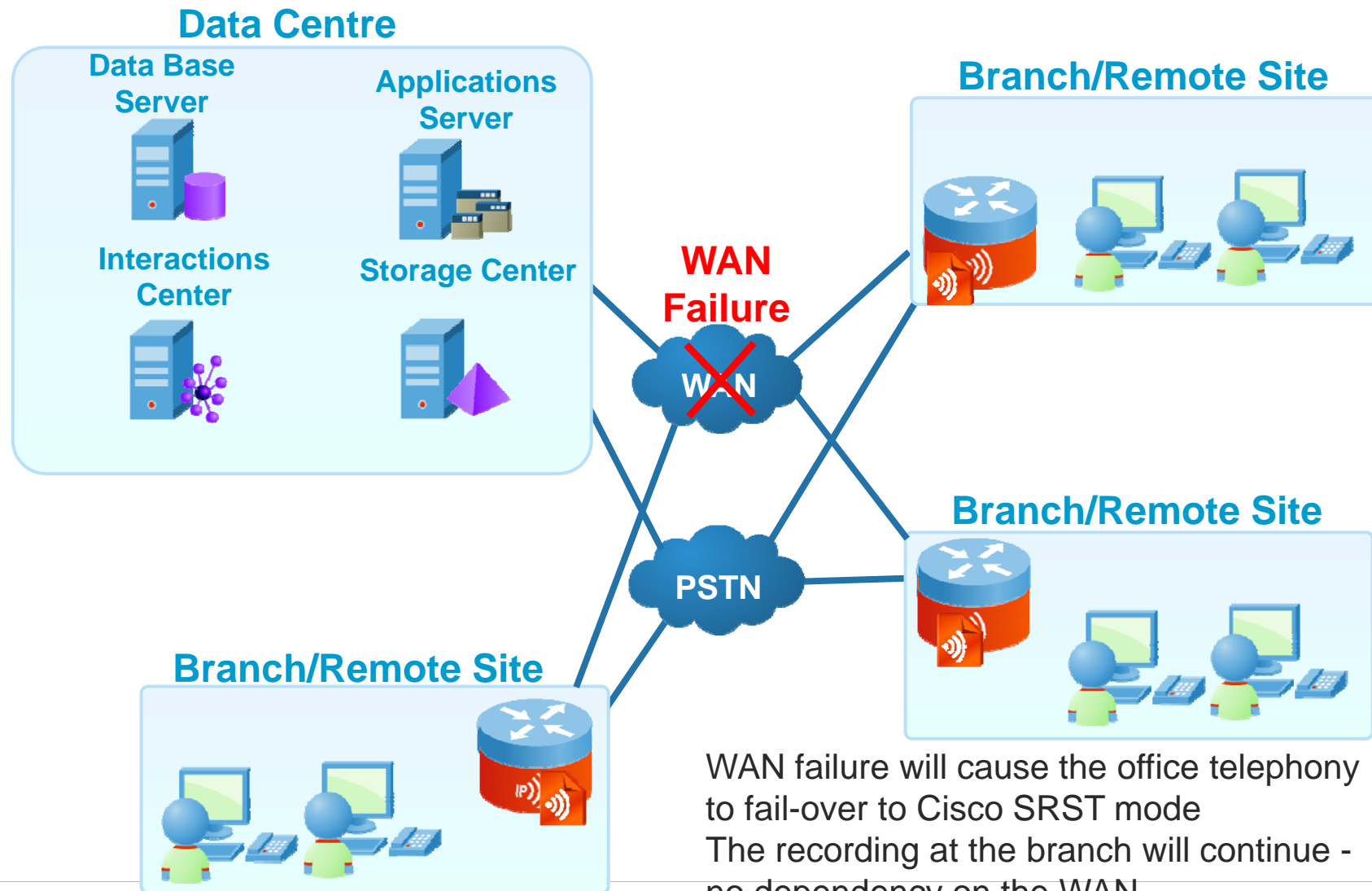
Archiving to Storage

(Off-peak hours)

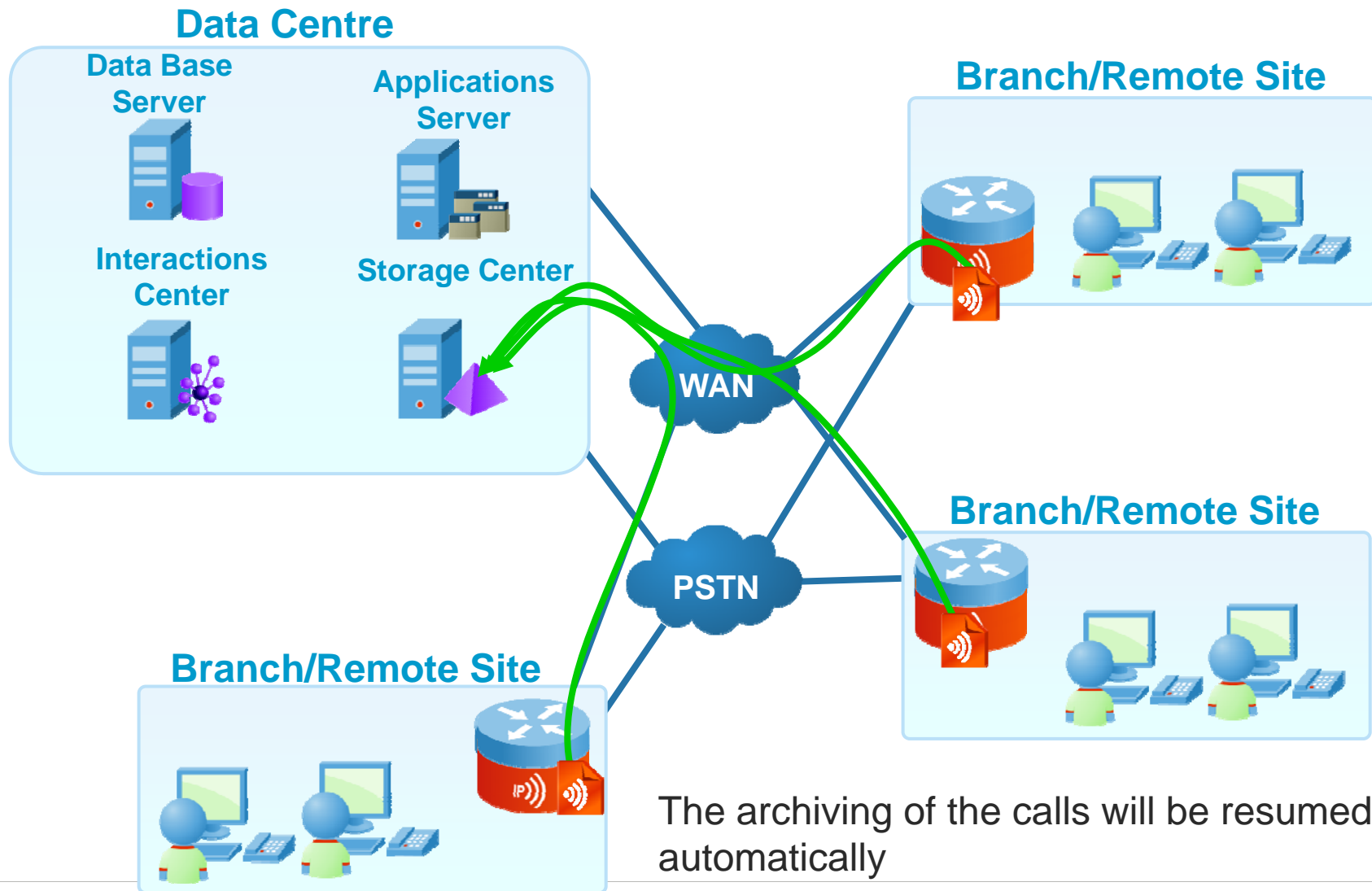


The archiving of the calls to a centralized location (datacenter) is done in predefined schedules at off peak hours (night)

VoIP Recording – Branch Survivability



WAN Connectivity restored





Solution Benefits

Main Benefits of the New Solution

- Cost effective solution, significantly lower TCO:
 - physically consolidated in the branch – remove the need to external box (less server purchasing, lower maintenance)
 - Major installation, maintenance and servicing savings -- removes costs involved in traveling to branches
 - Less bandwidth required for off-peak archiving
 - Lower environmental costs (electricity, cooling and footprint)

Main Benefits of the New Solution

- Comply with new recording regulations:
 - Records at all times
 - A non WAN-dependent solution
 - Centralized compliancy and regulation management

- Easier installation, service and maintenance:
 - Linux code (no Microsoft component in the AXP module)
 - Data Center provides all installation, service and maintenance

- Backward compatibility to previous CUCM versions



Installation and buying

AXP Installation – Cisco engineers

- AXP is plugged to the ISR
- AXP build is loaded on the AXP
- Mirroring port configuration
- AXP configuration clip

NEL Installation – NICE Engineers

- NEL installation on the AXP
- NEL Setup
- Sys Admin configuration
- Installation simulation clip

제품 구매 및 지원

- AXP(H/W) 제품은 Cisco 파트너를 통해 Order
- ISR에 탑재되는 1)NICE Embedded VoIP logger (S/W) 및 Datacenter에 위치하는 2)NICE Perform 제품은 NICE 파트너를 통해 Order
- NICE Perform은 NICE의 대표적인 녹취장비로서 다양한 기능제공
- Detailed info: www.nice.com
- NICE Partner: POS, EIT, Hansol/Inticube, CATI
- Inquiry: 한승학 (eric.han@nice.com, Tel)2008-4543.)



Thank You