



## **The Return of the Branch – Cost Reduction through Innovative Recording Solutions for the Branch**

**Eyal Regev, Ofer Mosseri**

**30 June 2009**

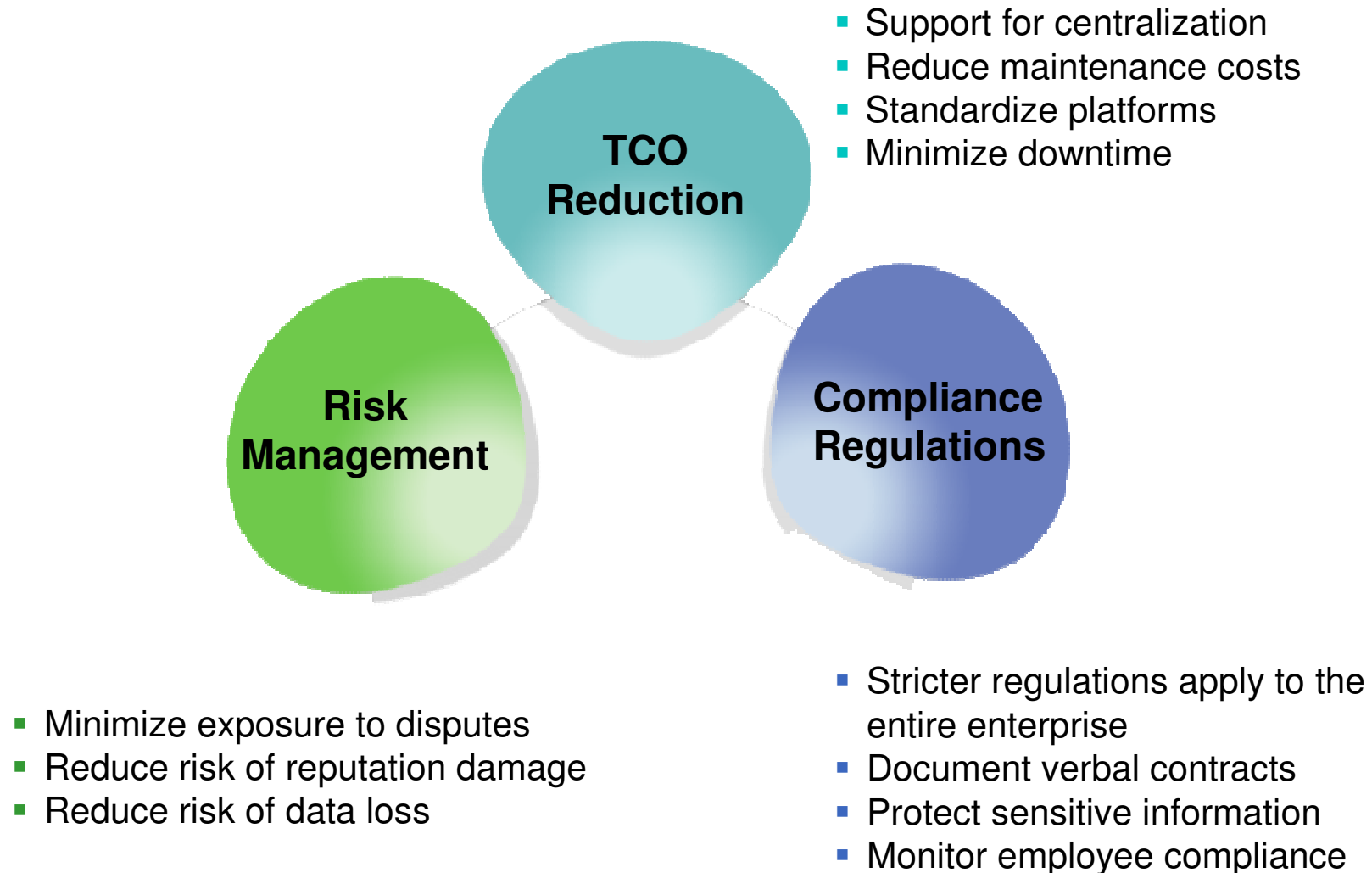
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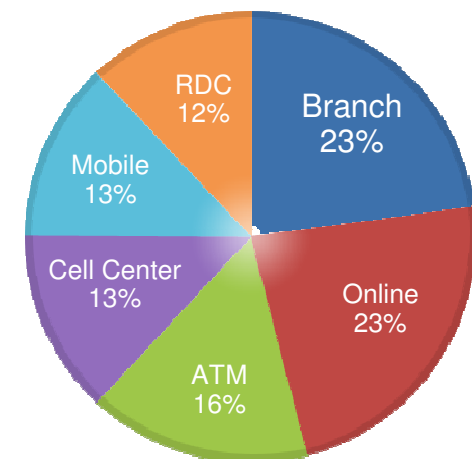
# Key Market Drivers



# Investment Priorities Have Changed

- IT Investments in branches – top priority for 2009
- Branch investments will be restricted to initiatives that:
  - Are essential from a regulatory standpoint
  - Protect the institution from exposure to risk
  - Can improve bottom line

In which channels do you intend to increase your IT Investment in during 2009?



*The challenge:*  
Only 18% of branches have IT personnel on site

Source: Datamonitor, 2009 Trends to Watch: Retail Banking Technology

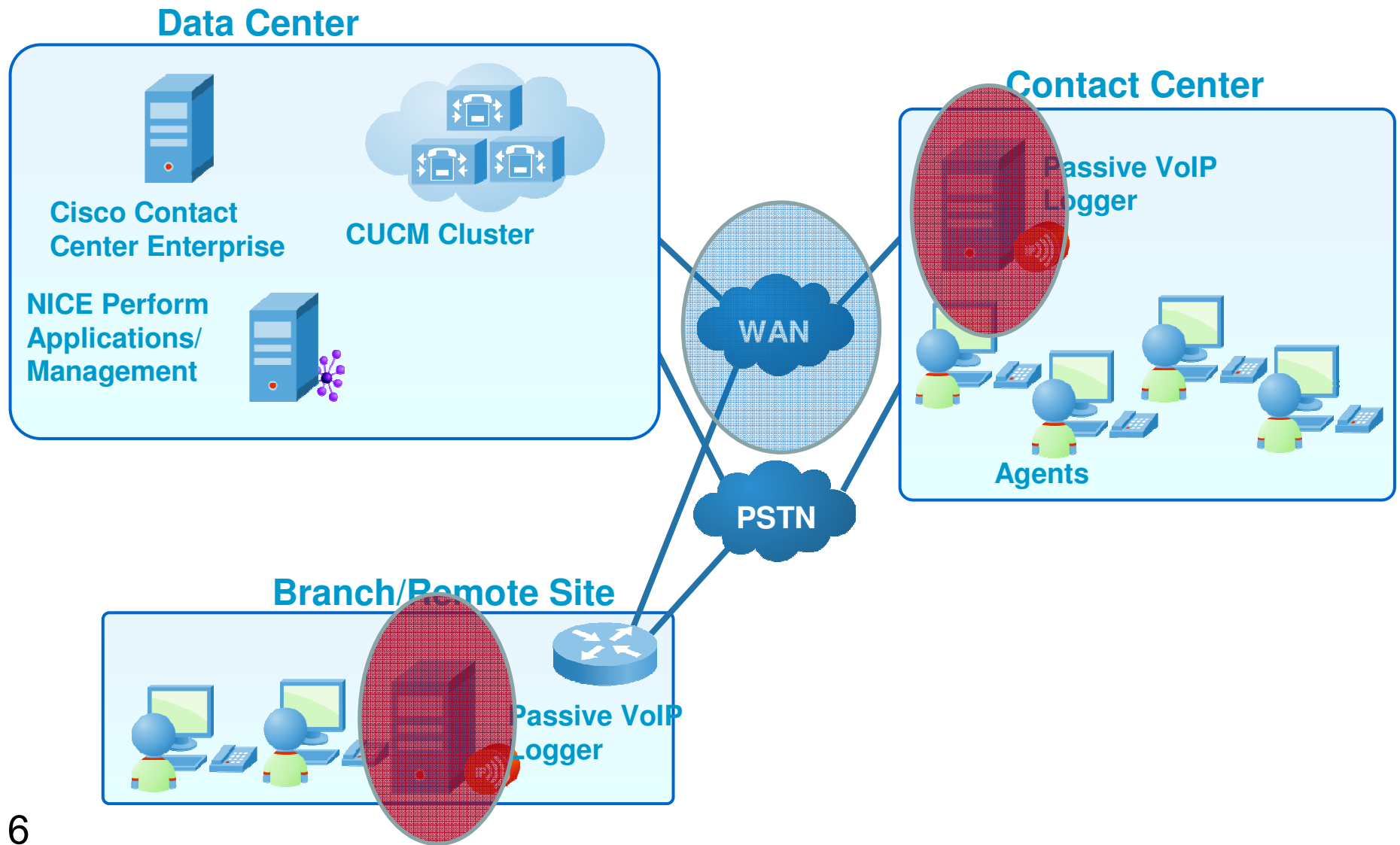
# What is the Market Seeking?





Driving Operational  
Efficiency and Reducing  
Costs with **NICE**  
**SmartCenter**

# Distributed Solution



# Distributed Recording

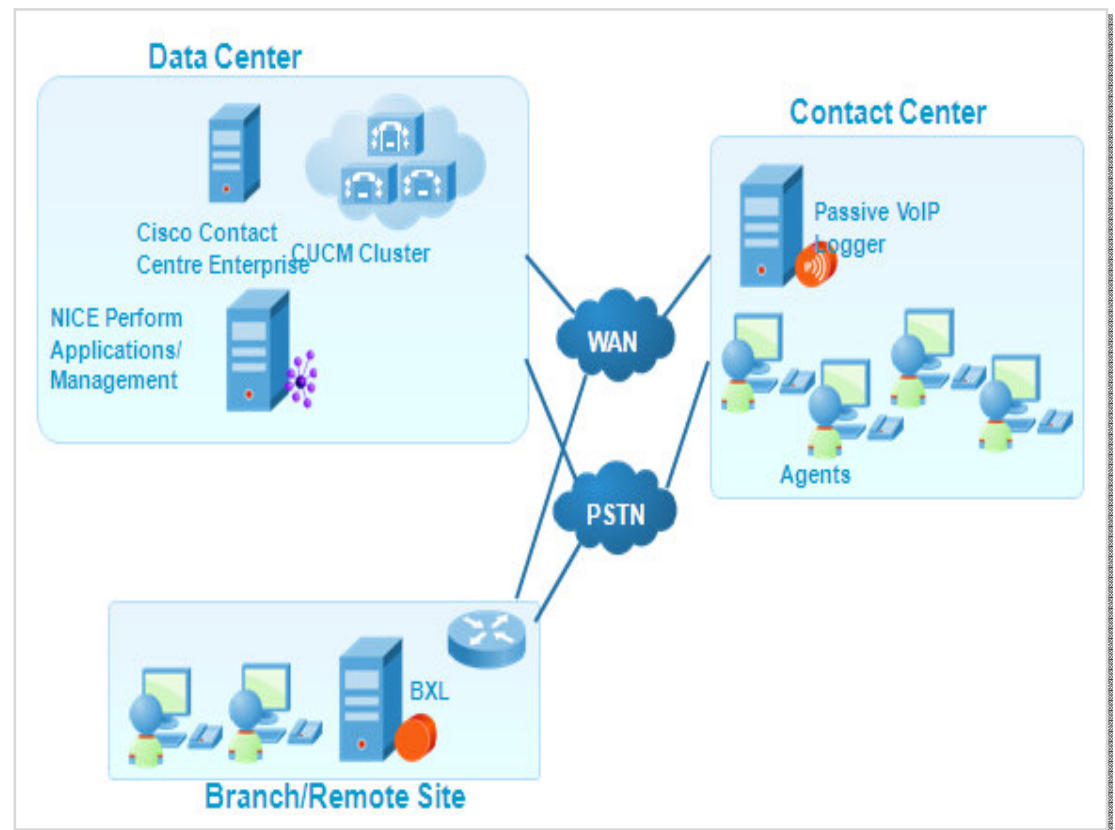
## NICE Passive VoIP and TDM recording Solutions

### Main Benefits

- Reliable (no WAN dependency)
- Ability to archive off-peak usage hours

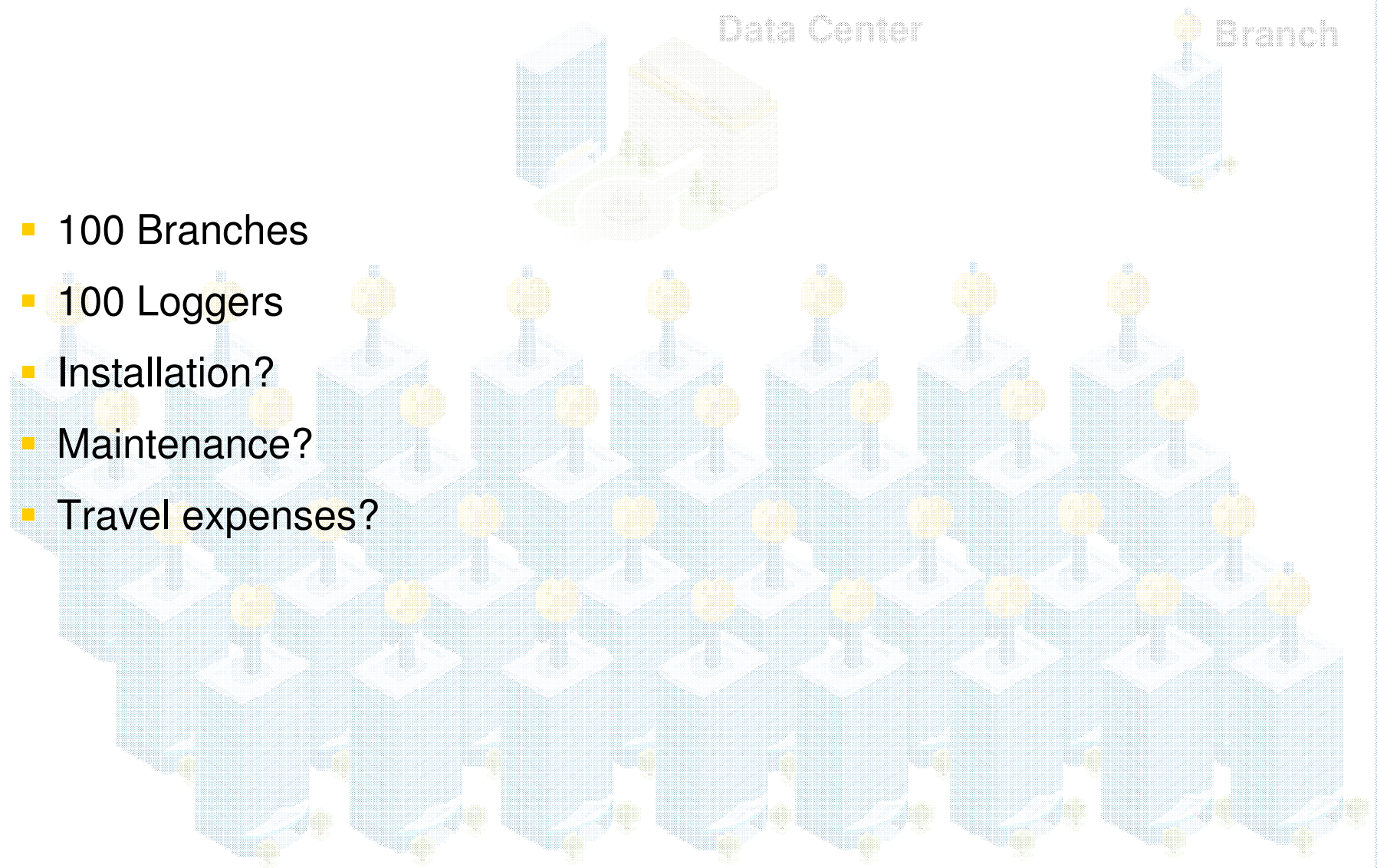
### Main Drawbacks

- Dedicated server in the branch
- Maintenance & Cost
- Large footprint



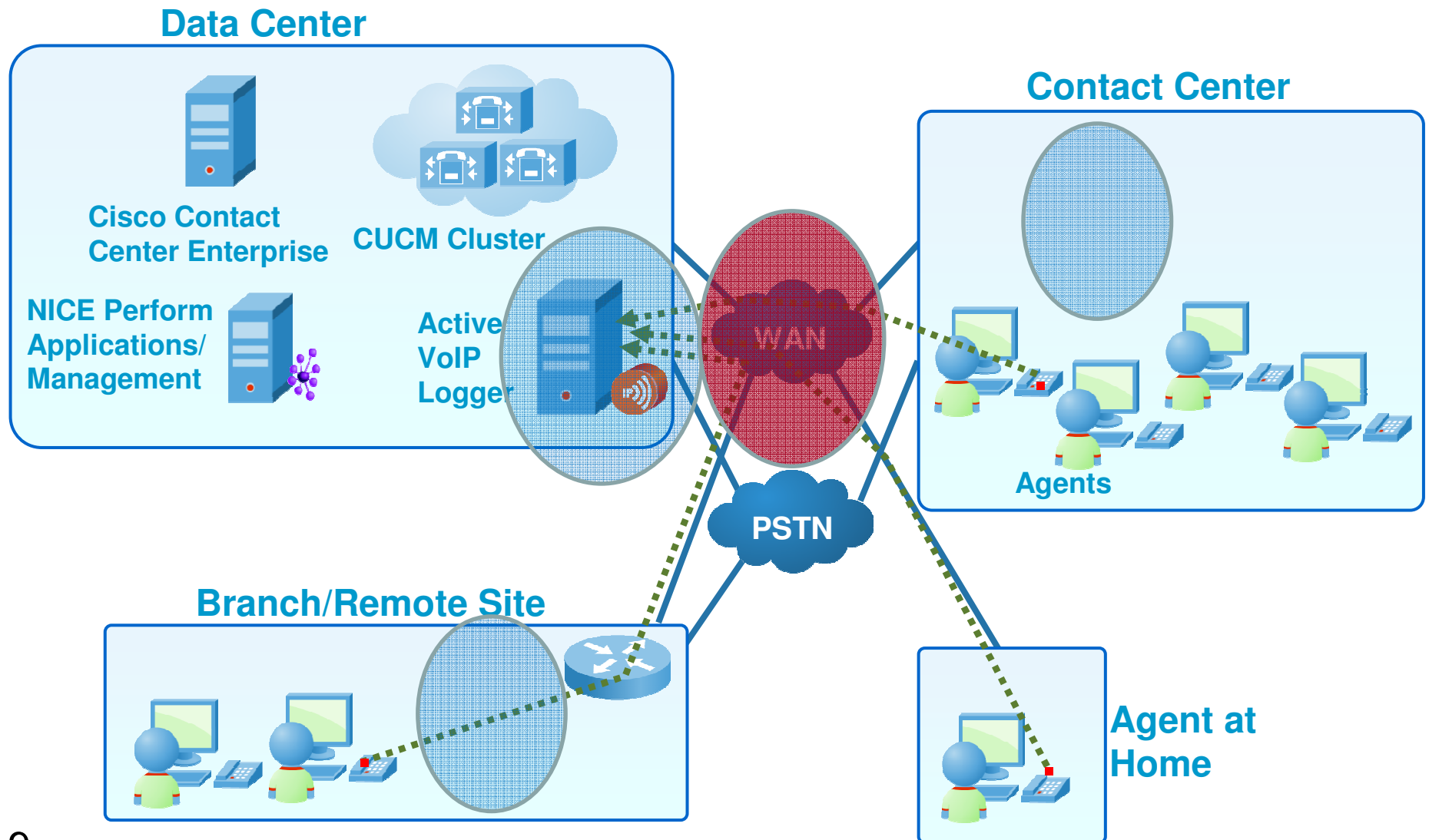


# Distributed Solution – The Challenge





# Centralized Solution



# Centralized Recording

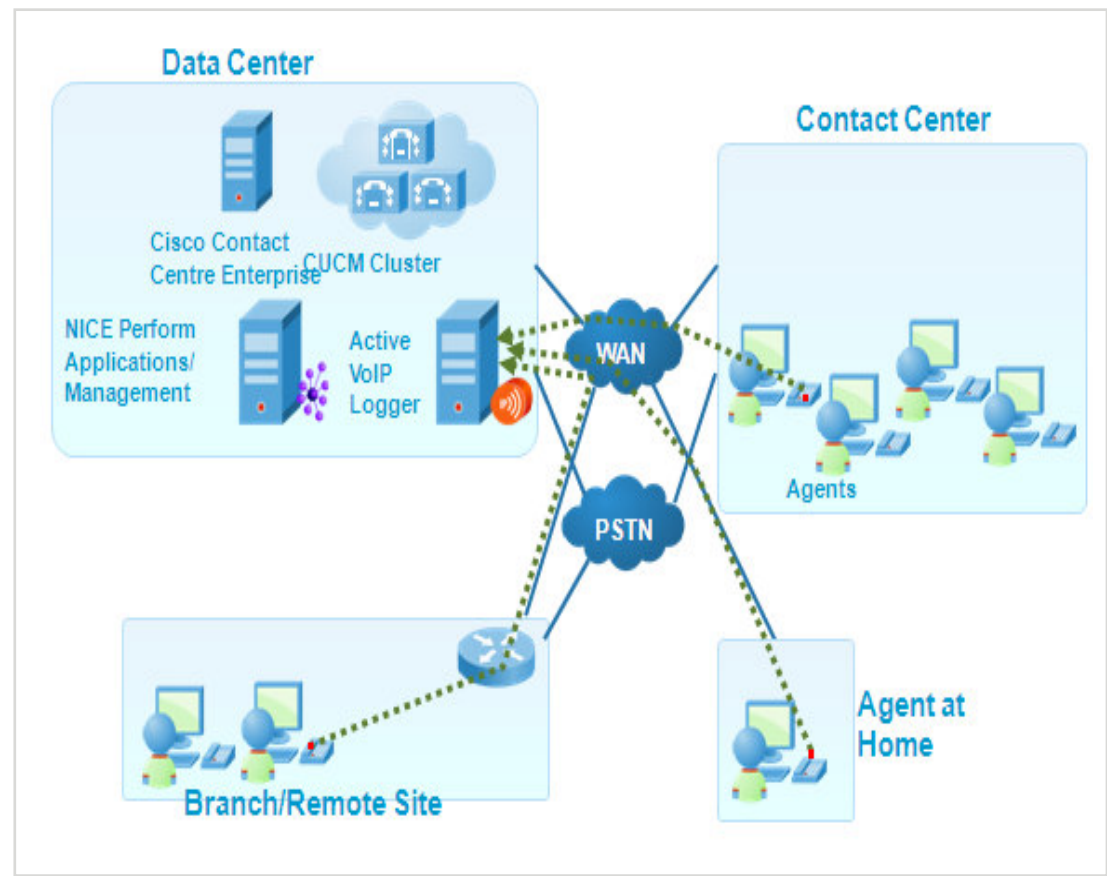
## NICE Active VoIP Recording Solutions

### Main Benefits

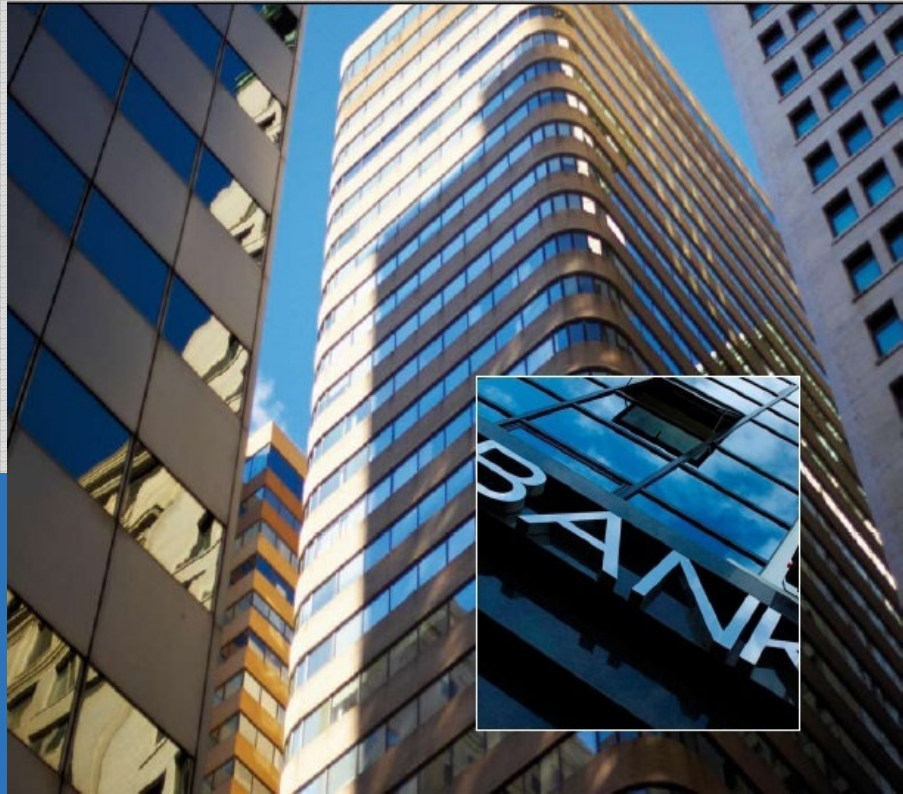
- Centralized recording – no dedicated server at the branch
- All servers deployed in the Data Center
- Lower maintenance costs
- Smaller footprint

### Main Drawbacks

- WAN dependency
- Recording fails when the network fails (SRST mode)
- Additional bandwidth consumed at peak usage hours



# Network Embedded Solution for Cisco's Environment

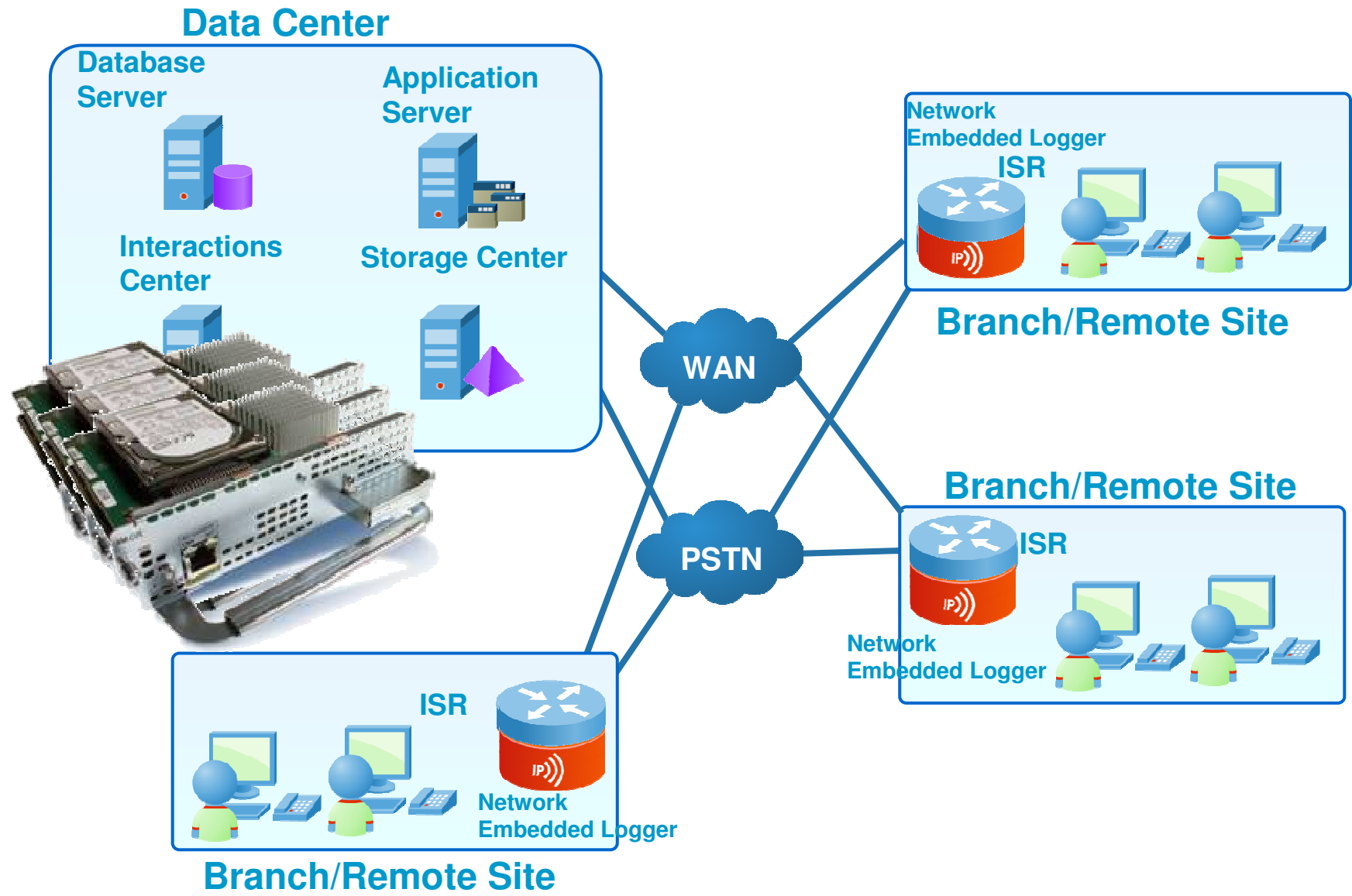


# What Is It?

- Thin Linux-based software component
- Runs on Cisco's AXP- Application eXtension Platform
- Captures audio packets of VoIP calls in the branch

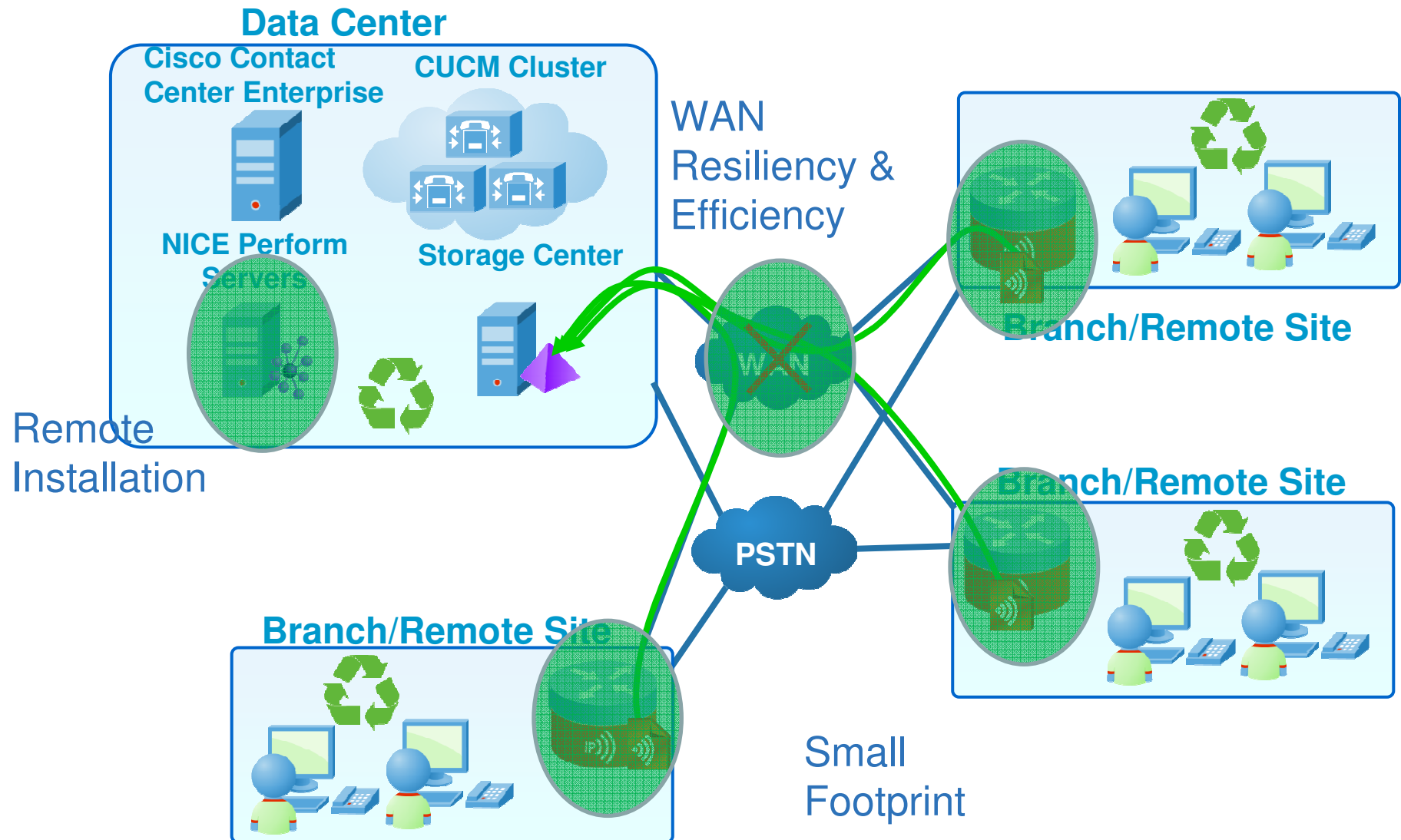


# Branch Deployment



# Benefits

# Flows





# Introducing NICE Perform eXpress!

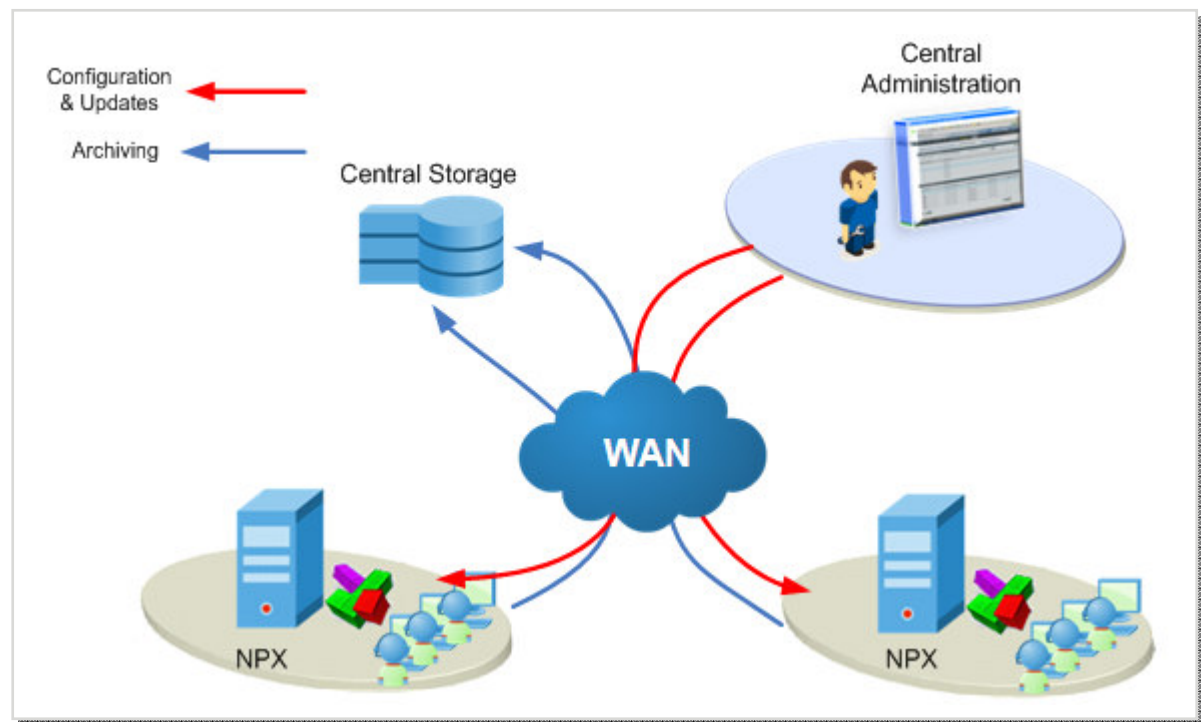


# Introducing NICE Perform eXpress!

- Single box, COTS PC, all-in-one solution
- Centralized administration, configuration, storage & monitoring
- Provides TDM and VoIP recording in a single box (investment protection)
- Fully integrated with NICE Perform enabling Hub & Spoke architecture
- Rapid deployment & installation
- Local applications

## Main Benefits

- No WAN dependency
- Very small footprint
- Low maintenance cost
- Ability to archive off-peak



# NICE Solutions Map

Large Branches  
(>100)

NICE  
Perform -  
Distributed  
Recording

Non Compliance  
Branches

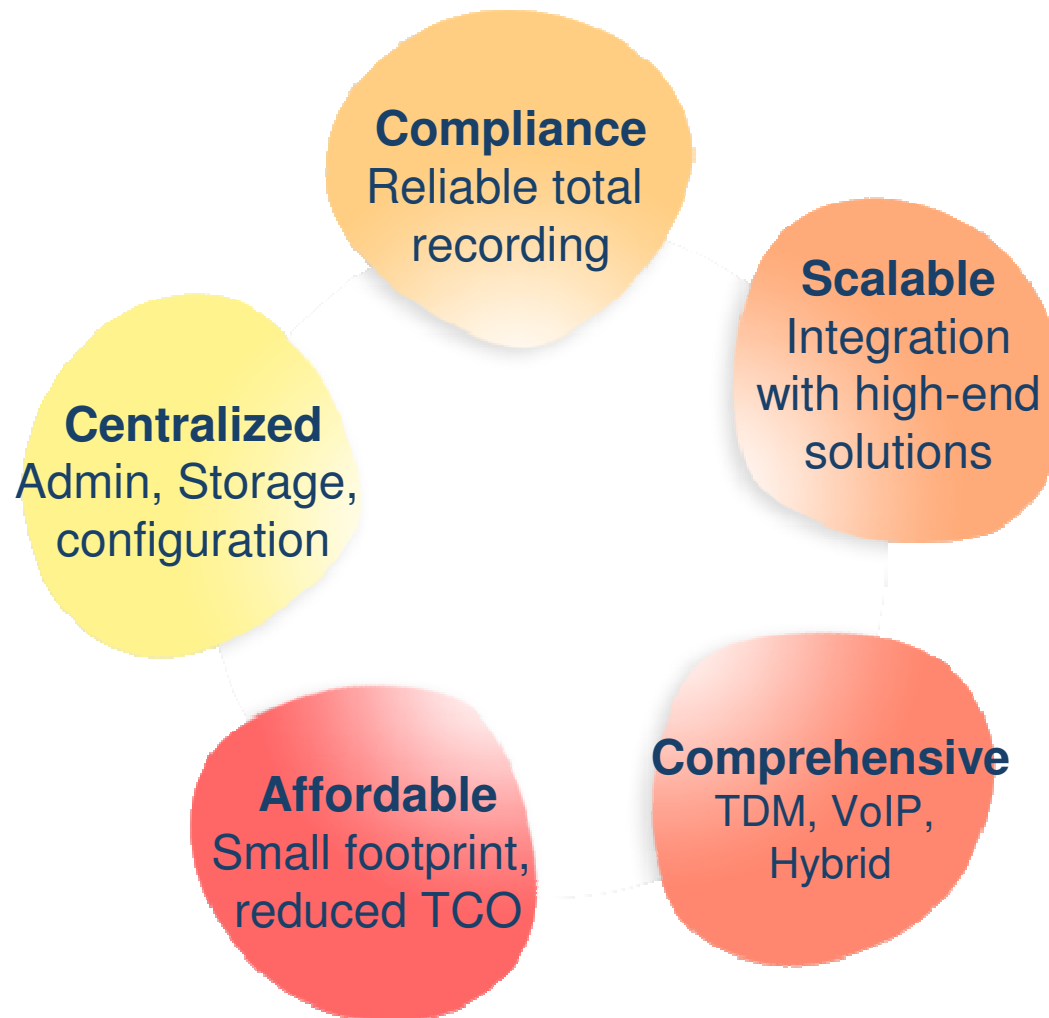
NICE  
Perform -  
Centralized  
Recording

Small Branches,  
Compliance  
Needs

Network  
Embedded  
Logger

NICE  
Perform  
eXpress

# NICE Branch Recording Solutions - Summary



Questions?







# Thank You!

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