Customer experience transformation

oak
innovation

Call recording,
delivered your way

A guide to on-premises, multi-site,
virtualised and hosted call recording.

ideas that change everything

Call recording in **a digital age**

Whether for training, quality improvement or compliance reasons, the ability to capture communications has long been an important business tool. Increasingly, it's part of a bigger story about improving the flow of information, establishing a better understanding of customer experience, and developing user-focused content and service strategies.

This holistic approach to data management has emerged alongside new technologies and deployment options. There's still a place for on-premises solutions, but virtualisation and cloud services have revolutionised IT infrastructures with cost-effective, flexible, and highly scalable resources to support rapidly growing businesses and larger scale operations.

Decisions, **decisions…**

A good call recording solution can fit with your existing IT architecture, whether that means on-premises recording compatible with a cloud-based phone service, recording software that works in a virtualised environment, or cloud call recording as-a-service.
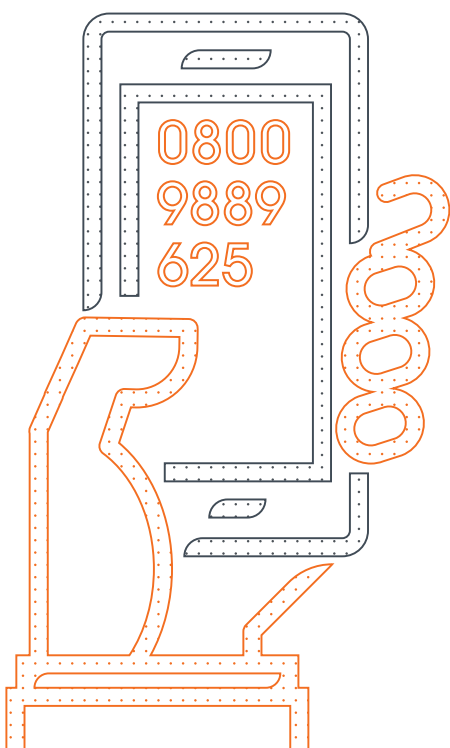
We want to help you navigate the maze of deployment options to ensure best choice for your business

0800 9889 625

On-premises

Multi-site
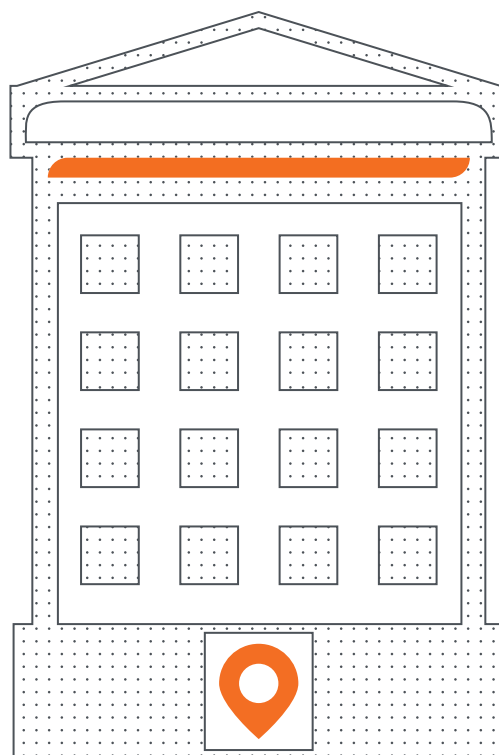
Virtualisation

In the cloud

On-premises

What is it?

In 'on premises' (or 'on-prem') deployment, both product hardware and software are located on site, either in a back office, a computer room or a centralised data centre. With all the excitement around cloud technology, on-premises call recording may appear outdated, but it remains a great choice for some businesses.

Why choose it?

Traditionally sold as a capital purchase or on a leasing agreement, on-premises solutions are usually 'on the books'. The chief incentive for purchase is that the hardware and software are then owned by the user, giving them full control.

This is good news if you're concerned about compliance regulations like MiFID II, as recordings can be kept as long as necessary (up to the requisite 7 years). It also means that recordings can be easily migrated should you change your phone or recording system, which can be more difficult with hosted recording.

What if I use a cloud-based phone service?

You can still opt for an on-premises recorder. Indeed, some service providers will offer an on-premises alternative to deliver features that may be lacking in a hosted solution, such as PCI DSS compliant start/stop commands or DTMF suppression to protect card payment details, and tamperproof call encryption to provide acceptable legal evidence in dispute resolution.

Key benefits

✓ Control & security
Retain full ownership and control of recordings and how they're used.

✓ Infinite storage
Keep recordings as long as desired for compliance purposes.

✓ PCI DSS compliance
Choose features to help protect card payment information.

✓ Dispute resolution
256 bit encrypted recordings provide acceptable legal evidence.

✓ Support packages
A service agreement means you have access to help as and when you need it.

✓ Switch specific, agnostic and cloud compatibility
Most work with major business telephony providers, some tightly integrated, and others are delivered through cloud service providers.

✓ Tailored solutions
Look for industry specific solutions, explore customisation options, and use manufacturer APIs to integrate call recording with other applications.

Multi-site

What is it?

A single call recording system can collect and store recordings across a distributed organisation. These are kept in individual databases or in a centralised database located on premises or in a remote data centre.
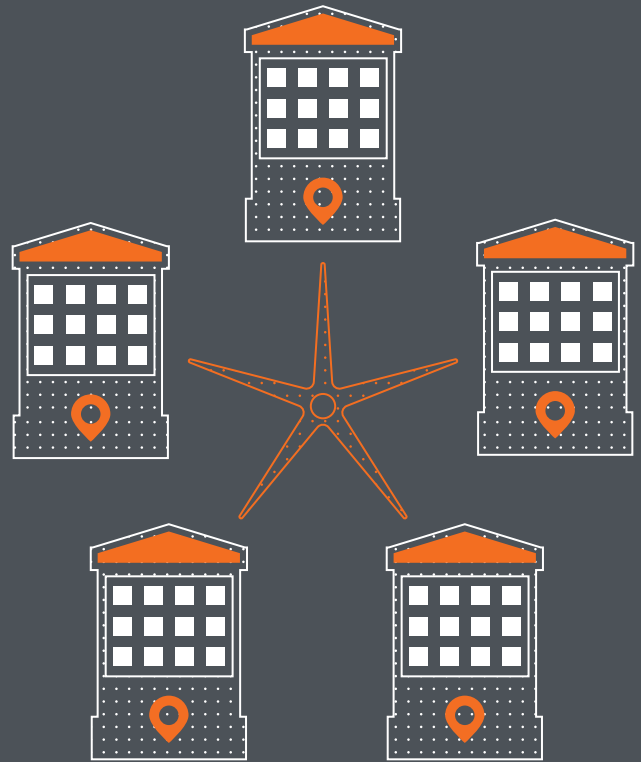
Why choose it?

All the benefits of on-premises call recording can be extended to highly distributed organisations with multiple locations and remote workers.

There are two possible deployment models depending on your needs:

If you're only interested in the performance of your own department or you record calls simply to cover compliance regulations, then you can have an individual database per site.

However, for improved searchability across all sites, you need a true multi-site design model that keeps all metadata in a single centralised database. You can then enter search criteria on one web page to search all records. Recordings can be used to help train, assess and create a picture of performance in different departments as well as in the organisation as a whole.

Key benefits

✓ **Control & security**
Manage secure access to recording data from a single console.

✓ **Instant access**
Access all of your business call recordings from any location using a single portal.

✓ **Scalability**
Add new sites, extensions and mobile numbers as needed.

✓ **Support packages**
Choose an appropriate service contract to ensure your system stays healthy and up to date.

✓ **Blend with business telephony or cloud services**
Most multi-site call recording solutions work with major on-premises and cloud-based business telephony.

Virtualisation

What is it?

Virtualisation platforms use a 'hypervisor' layer to allow applications to share available hardware resources with complete isolation. It does this by creating virtual – as opposed to physical – instances of hardware.

Why choose it?

At its simplest, virtualisation dynamically distributes hardware resources, with associated savings in space, cost of infrastructure, and the amount of heating, ventilation and cooling (HVAC) required.

Today, virtualisation brings a host of additional capabilities to realise improvements in availability, power management and support overhead. If you operate an enterprise-level business, the implications are far-reaching: you can 'spin up' or 'spin down' servers as required to effectively manage workloads across your organisation.

If you choose to run your applications in a virtualised environment, your call recording application needs to be compatible. Your solution provider can recommend recording software that works with VMWare VSphere and/or Microsoft Hyper-V.

Key benefits

✅ Cost reduction

Fewer servers, fewer individual software licences, lower power consumption, and automated resource allocation all have a big impact on money saving.

✅ Dynamic resource management

A single virtualisation platform running across multiple servers ensures sufficient processing power at all times.

✅ High availability

Should a primary call recording instance fail, all services are transferred to an alternative data centre, to resume after a few minutes of downtime.

✅ Eco-friendly

Virtualisation makes for more efficient use of servers and storage facilities, and therefore less waste in terms of hardware and HVAC required.

In the cloud

What is it?

In a cloud-based solution, you are leveraging an existing and shared infrastructure with the promise of faster deployment, improved availability and the flexibility to scale up and down as business needs change.

Why choose it?

When hiring 'Software as a Service' (SaaS), there is no upfront CapEx charge; support and technology refresh are usually included and managed by the service provider as part of a predictable, ongoing service fee.

Cloud deployment also saves on rack space, hardware and HVAC, and increasingly software uses services from vendors such as Google or Amazon to provide cost-effective storage, speech analytics and more.

When choosing a cloud service provider, check they provide the capabilities you need to support compliance and provide a good customer experience. Examine the small print around scaling up and down, storage and encryption of recordings, and what happens if a service outage occurs.

Sustainability

Data centres are power-hungry. By hiring 'Infrastructure as a service' (IaaS) and sharing data centre resources, you save money and reduce environmental impact, particularly if the data centre uses green energy for cooling or operates a 'lights-out', remote-management policy.

Key benefits

⊘ Business agility

Software is quick and easy to deploy, requires no additional hardware, and can be scaled up and down to to meet fluctuating business requirements' with 'as required'.

⊘ Security and accessibility

Recordings are stored securely in the cloud and can be accessed via a single web portal wherever you are.

⊘ Continuous availability

Cloud-based services are usually delivered from a secure data centre, supported by a redundant or resilient infrastructure to maximise availability.

⊘ Cost management

Subscription licensing covers all recording, storage and maintenance with no upfront costs. The choice of fixed or flexible licensing (or a combination of both) ensures sufficient resource availability at all times.

⊘ Holistic approach

Hosted call recording can be integrated with other services and applications to deliver a highly differentiated customer experience.

Unifying **communications**

It is easier than ever to capture every conversation, view metrics in real time, and access applications from any device, wherever you are. Whether through APIs, virtualisation or hybrid cloud solutions, call recordings are helping to inform a better understanding of customers, and supporting process and service improvement.

Today, flexibility of deployment and interoperability means call recording has a core part to play in transforming communications

Call recording delivered your way from Oak Innovation

Oak Innovation is a market-leader in creating customer-focused software solutions that capture, store and analyse call data. With more than 30,000 systems sold worldwide, we deliver resilient and innovative call recording through a network of trusted reseller partners. Our call recording solutions work with on premises and hosted business telephony. Choose to deploy on premises, within a virtualised environment or 'as a service' from the cloud to fit with your chosen IT framework and business priorities. We are accredited to ISO 9001:2015 quality standard and recognised partners of many leading telephony manufacturers.
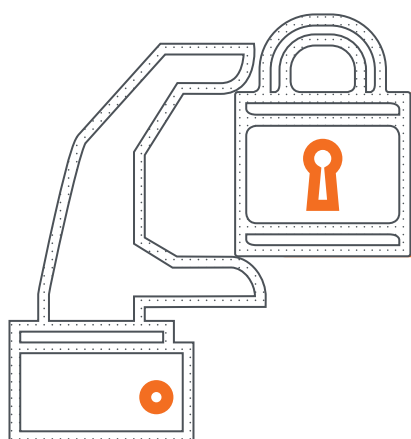
Transform customer experience with Clarify

Available as a tightly integrated on-premises single or multi-site call recording solution, or use virtualisation to build a cloud solution. Clarify supports customer experience improvement through training, quality management and compliance.

Your choice of features include:

- Voice and screen recording
- Stereo recording
- 256 bit encryption

- PCI DSS automated stop/start and DTMF flat-toning
- GDPR compatible permissions and reports
- Quality Measurement module and API integration

For more information about call recording from Oak,

visit oak.co.uk/call-recording or call 0800 9889 625.

oak innovation

record | report | integrate

How Oak can help…

✅ A range of voice and screen recording solutions to fit your IT framework and business processes.

✅ Freedom of deployment: on-premises, multi-site, virtualised, cloud.

✅ Adherence to open standards and proprietary integration capabilities helps to avoid 'vendor lock in'.

✅ Store recordings for as long as necessary on site or in the cloud, with low cost cloud storage for long-term archiving.

✅ Supports compliance with the latest regulations, including FCA, GDPR, PCI DSS, and MiFID II.

✅ Use Quality Measurement to improve the quality of conversations.

✅ Integrate call recording with your CRM and other databases to improve the flow of information and provide a better customer experience.