miarec

HOSTED CALL
RECORDING SERVICES

New Revenue Opportunities for Service Providers

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The hosted telephony market is becoming increasingly competitive, as businesses in North America and worldwide turn to hosted IP telephony and unified communications services. Call recording services provide companies opportunities for new revenue streams and new ways to differentiate themselves from their competitors.

This white paper discusses revenue opportunities for service providers, by offering call recording as a value-added service. It describes examples of monetizing call recording as a service, with best practices scenarios in the hosted telephony industry. It also discusses common end-user call recording requirements across markets and industries, including banking/financial services, healthcare, retail, legal, and technology.

Businesses are increasingly choosing hosted telephony over on-premise solutions as they focus on their core businesses and look for ways to eliminate up-front investments. However, they still expect advanced, feature-rich functionality. Therefore, it is important for service providers to ensure that they offer a full range of business tools for their enterprise customers, including value-add services, such as quality management tools and call recording.

Hosted call recording versus on-premise call recording

The call recording market is highly competitive, with a variety of value propositions from different vendors.
However, the cost of on-premise call recording solutions remains high and is beyond the reach of most businesses. Moreover, small businesses usually do not have onsite IT administrators to manage and maintain complex telephony systems.

For these reasons, businesses prefer to pay monthly for call recording services rather than purchase permanent licenses from vendors. This offers significant flexibility to new businesses and new revenue opportunities for hosted service providers. The hosted model delivers call recording service at minimal expense and eliminates hardware and software management challenges and administration costs.

Regulatory requirements for companies to record and store call data are also driving demand for call recording functionality. Companies face increasingly stringent requirements from FSA, SEC, PCI, and HIPAA regulations. Hence, call recording is a mission-critical capability, and providing call recording service may help service.

Why your customers need call recording

Call recording functionality is needed primarily for regulatory purposes, but is also extremely valuable for marketing, sales, and customer support analysis and training. Organizations across industries and sectors—including financial services, healthcare, legal, retail, non-profit, education, and government—have realized the benefits of call recording and are using it on a daily basis.

Regulatory compliance	Liability protection	Employee training	Quality monitoring	Security	Voice Analytics

How to choose the right call recording system

In evaluating call recording systems, service providers can benefit from understanding requirements for call recording from both service provider and end-user perspectives.

Service provider requirements usually include multi-tenancy, service provisioning, availability, security, and ease of system administration and maintenance. Scalability is also a top requirement, as call recording systems must be able to grow easily with service providers' customer bases.

Service provider call recording system requirements

Security and encryption

Customer data must be kept separate and secure, and call recording files should be stored in encrypted form. Access to call recordings should be provided via secure SSL/HTTPS connection.

Multi-tenancy

Call recording systems need multi-tenant architecture to host multiple users in one system. This allows them to add new customers without installing additional servers or virtual servers.

Web-based service platform and ease of portal integration

Call recording systems should be administered centrally, via Web-based interface with a rich set of Web service APIs. This enables a single-platform user experience by integrating the call recording system tightly into the service provider's portal.

High availability and resilience

For service providers, delivering 24/7 services to customers is crucial, and that includes call recording services. As call recording is mission-critical for many customers and given that lost call recording data may result in compliance fines, customers demand highly reliable service. Therefore, call recording systems should support the highest levels of reliability and availability. In practice, this means that call recording systems should support redundancy configurations. Redundancy must be supported on various levels, including call recording engine, database, Webservices, and call data storage. The recording system should have loose coupling architecture, so that critical recording service can continue to function even if other services fail (Web-services, databases, etc.)

Scalability

Call recording systems should have the capacity to scale with changes in the service provider's customer base simply by adding call recording licenses, thereby avoiding administration, support, and maintenance cost risk.

Automatic provisioning

New users created in the service provider's interface should be provisioned automatically into the call recording system.

Service provider call recording system requirements

Softswitch integration

Systems need to integrate with softswitch via industry standard recording interfaces, such as SIPREC interface for the BroadSoft BroadWorks platform. This allows one call recording system to be installed regardless of the number of telephony platforms and complexity of service provider telephony systems. It also allows greater scalability and eliminates issues with network administration and configuration in case of call recording via port-mirroring.

Flexible licensing options and low total cost of ownership

Call recording systems must guarantee service providers rapid ROI and profitability of services. Flexible licensing options, e.g., perpetual or annual licenses, allow service providers to choose the best options for their businesses.

Virtualization support

Cloud services rely heavily on virtualization, which is critical to cloud telephony because it simplifies services delivery in a scalable manner, with a platform for optimizing IT and hardware resources. Call recording systems should also support virtualization for further resource optimization.

Carrier-grade operating system

Call recording software should operate on carrier-grade operating systems, e.g. Linux, to reach the highest standards of manageability, availability and security.

End-user call recording system requirements

Security

As one of the primary concerns of hosted telephony users is security, they expect their call recording data to be protected from unauthorized access. Call recording data must be separated by tenant account, and call recording systems must support encryption for advanced security.

End-user call recording system requirements

Ease of use
Users expect to reap the benefits of call recording services with minimal end-user training. No software should be installed at customers' sites, and call recordings should be accessible via intuitive Web-based interface with easy search and playback capabilities.

Quick set up
Services must be easy to set up for end-users within one day. Adding new tenants/users should not create additional administrative burdens for service providers.

Compliance-ready
As call recording is often used for compliance purposes, call recording systems must support legal compliance require-ments, such as PCI DSS requirements.

Flexible call recording options
Call recording systems should offer flexible recording options, including ondemand, selective, and 100 percent call recording.

Feature-rich
Along with basic call recording functionality, many customers want valueadded functionality, e.g., quality monitoring capa-bility for contact centers. This usually includes a set of quality assurance tools, such as live monitoring, agent evaluation forms, and reporting.

Monetizing call recording services

Complementing hosted telephony service portfolios with call recording allows service providers to grow their customer bases and revenues. Call recording offers high margins and high average revenues per user. With the right recording system—offering a low total cost of ownership and a flexible licensing model—service providers can easily monetize call recording services and generate a rapid return on investment.

Call recording services are usually billed monthly or, more rarely, according to number of recorded hours and hours of call recording storage. Additional costs might include fees for service set-up and advanced storage capabilities.

As most SMB customers require simple business call recording functionality, offering search and playback capabilities with limited online storage is an attractive option for this customer segment.

Larger organizations and those with greater regulatory compliance needs—e.g. financial services and healthcare organizations—need additional functionality, including longer storage retention. Advanced services include business call recording with value-added functionality, such as quality monitoring for contact centers, live monitoring, and analytics.

Pricing is typically set for a call recording package, although some providers charge on a per-feature basis. This is less common due to the added complexity and expense of management and billing.

Call recording service models

The table below provides examples of call recording service packages.

Basic	Business	Advanced
Set up fee (optional)	**Set up fee** (optional)	**Set up fee** (optional)
Call recording service (usually billed monthly on a per-user basis)	**Call recording service** (usually billed monthly on a per-user basis)	**Call recording service** (usually billed monthly on a per-user basis)
Minimum storage offering (e.g., 30 days)	**Longer storage retention**	**Advanced storage requirement**
	Compliance-ready (e.g., PSC-DSS compliant)	**Compliance-ready** (e.g., PSC-DSS compliant)
		Value-added functionality: quality monitoring, reporting

Summary

In selecting a call recording solution, service providers need more than a vendor; they need a reliable partner to provide consistent, trouble-free service. The right call recording solution meets the requirements of both service providers and end-users and should be accompanied by high-quality, responsive support.

Questions to ask your call recording system vendor

- Is your call recording system a multi-tenant solution?
- Does the system scale seamlessly?
- What is the highest performance of your call recording system? How many calls will the system record concurrently?
- How do you manage redundancy and high availability?
- Does your system support encryption?
- Do you provide a Web-based interface or do my customers need to install a desktop application?
- Can I integrate call recording with my service provider portal? Do you provide Webbased APIs?
- Is your system compatible with my current Softswitch platform?
- How long does it take to install your call recording system?
- How long will it take to add each new user?

The best way to evaluate a call recording system is to try it before purchasing. Ask your vendor for a 30-day evaluation before making a commitment.

About MiaRec

MiaRec, Inc. is a global provider of IP call recording and quality monitoring solutions. The award-winning MiaRec Solutions portfolio includes call recording and interaction management solutions for service providers, contact centers, healthcare organizations, and financial institutions.

MiaRec Service Provider Edition is a carrier grade call recording solution, designed for service providers offering call recording as a service to customers that wish to grow their customer bases and revenues.

MiaRec is a market-proven call-recording solution used by dozens of service providers to help their customers improve customer service, protect their businesses, and comply with regulatory requirements, such as PCI-DSS, FCA, and HIPAA.

MiaRec maintains its headquarters in Campbell, California, with offices and partners worldwide.

For more information, please visit http://www.miarec.com.

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