

OrecX Talks about Call Recording for CPR (Compliance, Performance and Risk)

By Paula Bernier

The call recording space is getting a lot of attention lately in light of new compliance requirements. Companies also are increasingly recording calls to help ensure performance and mitigate risk. One of the hot suppliers on the call recording scene is OrecX. Paula Bernier, executive editor of *INTERNET TELEPHONY*, recently interviewed Bruce Kaskey, co-founder of OrecX, about the company and how it addresses market needs for call recording solutions.



Bruce Kaskey, co-founder of OrecX

PB: For those not familiar with OrecX, give us a snapshot of what the company does and how it got started.

BK: The founders of OrecX are all from the voice recording industry. OrecX wanted to come up with an innovative approach that would disrupt the traditional TDM voice recording market. Bruno Haas, one of the co-founders, suggested we go the open source route. In 2006 we posted oreka on sourceforge.net as a project for voice recording. Our mission was to allow anyone to have our code under the GPL license and build software that was easy to install, easy to use and, most importantly, inexpensive.

and many of them contribute to the improvements of the open source version.

PB: Who is your target customer?

BK: Our target customers use recording for three reasons: compliance, performance or risk. Compliance because it's the law for such firms as financial institutions. Performance because clients want to know what is going on with their agents and customers. Large call centers, retail and airlines are among the categories of companies that use our solutions for that reason. Risk because if the call is of great value clients want to store and manage that information. Financial institutions and 911 centers are among the types of

whose operating systems are proprietary, we understand the market. And, since we are software based, we can deploy this anywhere in the world and have call center-grade call recording up and going within an hour.

PB: Can you offer at least one example of a specific OrecX customer and how that customer is using your solutions?

BK: One customer, Swiftcover Insurance in the U.K., has over 350 lines being recorded for compliance, performance and risk.

PB: How do OrecX's products speak to the market's needs of today?

BK: We deliver sophisticated voice recording tools at an affordable price.

PB: What's new in recording?

BK: Over the next few years network traffic will expand, and through expansion other forms of media will need to be recorded, stored and mined – for example, video.

PB: At the recent AstriCon show OrecX made an announcement with Xorcom. What do we need to know about this partnership?

BK: Xorcom and OrecX have developed a special patch that enables clients with TDM signaling to convert that signal to VoIP and record the voice traffic. This gives customers options in a blended VoIP and TDM environment. Before customers would have to purchase expensive proprietary TDM recording equipment, now with Xorcom this is no longer needed. **IT**

For more on OrecX, see TMCnet's video interview with Kaskey at <http://www.tmcnet.com/tmc/videos/>.

Our big advantage is our experience. Having been in the call recording industry, having sold NICE and having competed against large companies whose operating systems are proprietary, we understand the market. And, since we are software based, we can deploy this anywhere in the world and have call center-grade call recording up and going within an hour.

PB: How long has the company been around and to what extent are your solutions used today?

BK: OrecX started selling the commercial version of Oreka TR in the middle of 2006. OrecX has over 400 customers around the world and over 10,500 lines being recorded by the commercial version of OrecX. We have 46,000 people that have downloaded our free version

organizations that deploy our technology for this reason.

PB: What exactly do you provide to your customers?

BK: We provide a software-based voice recording solution. Our big advantage is our experience. Having been in the call recording industry, having sold NICE and having competed against large companies