

Talking with Bruce Kaskey, OrecX

By: Richard “Zippy” Grigonis

Bruce Kaskey is Co-Founder of OrecX (www.orecx.com), makers of Oreka TR and other Oreka products, a line of modular, open source, cross-platform systems for the recording and retrieval of audio streams from SIP-based VoIP, TDM and sound devices. Kaskey has over 25 years of experience in technology product management, sales and marketing. Prior to OrecX, Kaskey worked was COO at Stevens Communications and a Senior Product Manager at Eastman Kodak. He graduated from Ithaca College and has an MBA from University of Pittsburgh, Katz School of Business.



RG: What are the advantages of making Oreka voice recording software an open source project?

BK: The major reason for making Oreka an open source project on SourceForge is allowing other developers the opportunity to work on the software and develop different applications that ultimately everyone can use. We have had 31,000 downloads of our open source version. We believe that the more people that see the code and play with the software the better the software will be in the long run. We also have a GPL license which does give us protection against a company taking our software and duplicating it for commercial use.

RG: Is the development cycle faster or slower than software developed in-house?

BK: The development cycle is faster using the open source model because we get many more people using the software and tinkering with it than you would in house. Also because the code is open for all developers we also find out new ways and applications that if “in house” would not be developed. Thirdly the hardest part of development is hiring the right people and to do that it takes time and effort, which in the open source business model is not necessary.

Cost is the major factor. We can develop software faster and with less full-time people, which in turn allows us to sell the commercial version Oreka TR at a significantly lower price than the traditional proprietary vendors.

RG: How do you see the future of open source?

BK: Open Source projects are the future of software development. Bugs can be worked out faster, development time is faster, cost-

to-market is less expensive and ultimately it gives customers more choice on how they want to use software.

RG: Does your software interface with commercial call center software suites or other software?

BK: Our software is open, so in that sense we can integrate and interface with any software. Since our software is agnostic to the operating system, we can sit on any server with any type of operating system — this gives us even more flexibility when interfacing with call center software or CRM packages that call centers use. We passively record network traffic so we do not need to spend much effort in trying to integrate with other types of software that a call center would use. For example — if a customer wanted to record phone conversations and attach those calls to the CRM package they are using it would be very easy to develop a hook that did just that.

RG: Do you think you could have been as successful as a typical commercial software vendor? Or was that not a concern?

BK: We believe that one day all businesses will be able to afford voice recording. Due to our low operating costs, and the fact that we can enhance our products’ capabilities through the talent of programmers across the world without spending money on marketing or sales, we can deliver software at a low cost. We want to make voice recording so easy to buy and use that it becomes a business tool that anyone can utilize.

So to answer your question we do not want to be a typical commercial software vendor; we want to be different by allowing our clients and developers choices when they choose our software. **IT**