

Verity TeleRecorder Product Data Sheet

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1 INTRODUCTION

This document gives information about the TeleRecorder product, its USPs, comparison with other similar products, and details of copyrights/patents of the product.

2 Overview

TeleRecorder enables users to record telephone conversations using easily available devices like voice modems and Intel dialogic Telephone cards. Recording quality is crystal clear and recordings are stored in secure, tamper proof files that users can view and catalog easily. Sizes of the recorded files are very small. Recordings can be forwarded to other participants and users. Recordings can be viewed in a player. Users can stop, pause, and rewind recordings.

TeleRecorder comes in two flavors – Lite and Enterprise. The lite version is a single user version. It uses a voice modem for recording. It is designed for the SOHO user and allows a single phone line to be shared for normal office use and the TeleRecorder. Recording can be initiated from the office phone or from a third party phone.

TeleRecorder Enterprise is the multi user version of the TeleRecorder. It consists of a recording server servicing multiple clients and can be hosted on any machine on the network. It provides all the features mentioned above. In addition to these, it also provides features to forward emails to local users and audit trail of recorded files. It provides administrative features like user administration, inbox size limits, aged files reporting etc.

3 Applications

Some applications of the TeleRecorder are listed below

- Record business meetings
- Automated hotel bookings
- Record sales conversations for training purposes
- Record call center conversations for legal purposes
- Record conferences instead of keeping minutes of meetings
- News casting. News channels could record telephonic interview for telecasting
- Offline Complaint registration. Customers can leave complaint messages that can be serviced by representatives. Instead of waiting forever to get connected to a call center executive, customers can leave their name and number with the system for the call center executive to call them back.

4 Other products

There are other products in the market that record telephone conversations. However, most of them are answering machines and call forwarders. Only a couple of them are used as full-fledged corporate communication and verification product. The main competitive products are listed below. Among them, NCH products are advanced, mature and have a lot of features. However, the NCH products do not have a user management system. A feature comparison matrix has been provided at the end.

4.1 NCH

This company has around 20 products related to Audio, of which around 5-10 are to do with telephonic recording. They have products of different sizes, supporting many

types of hardware. They have more features than us in that they support some devices, which are not supported by the TeleRecorder. They have different products, which are differentiated. They have answering machines; call center products and also small recording systems. The main three products are listed below.

4.1.1 VRS

VRS recording system is a multiple channel voice recording application typically used for telephone line recording. The VRS records 1 to 32 audio channels simultaneously. It is similar to TeleRecorder Enterprise.

Price range: US \$22 to US\$285

4.1.2 Trx

Trx is a personal phone line recorder program for Windows. TRx lets you manually record telephone calls on a phone line connected to the voice modem (or other telephony card) of your computer. It is similar to TeleRecorder Lite

Price Range: US\$20 – US\$30

4.1.3 IVM

IVM is a combination of telephone answering machine, voice mail, call-attendant and interactive voice response (IVR) program for Windows computers with voice modems or professional telephony line devices

Price: US\$ 20 to US\$ 179

4.2 SuperVoice

SuperVoice (www.supervoice.com) is sold as total communication solution software consolidating today's most widely used communication tools into one single channel.

In the business world, messages can come from different media. Voice mail can be retrieved only from a phone, E-mail is accessible only from a PC, and Faxes sit in the machine until you have a chance to grab them. Such diversified communication makes it difficult to communicate both internally with employees, and externally with business clients. SuperVoice integrates all these divers communication media into one program.

Price: US\$109 with modem.

4.3 DynaMetric

This is similar to TeleRecorder Lite but with much fewer features. It appears to be a new product to which features are still being added. It uses a proprietary hardware device to record calls. This costs more than a voice modem and cannot be used for any other purpose.

Price: US\$144 to US\$185.

4.4 Konexx

The Konex Phone2PC software is similar to TeleRecorder Lite but with fewer features. It uses a patented proprietary hardware device to record calls.

Price: US\$189-US\$540

5 Unique Selling Proposition of TeleRecorder

TeleRecorder is a new entrant in a market which a couple of mature products – NCH and SuperVoice. However, TeleRecorder has a few USPS which are listed below

- Secure and tamper proof recording
- Audit trail - keeps a record of who has listened to the recording
- Comprehensive and intuitive email like UI to organize recorded files
- Two versions depending on requirements and easy up gradation path.
- Comprehensive user management system. Other products do not have this.

6 Patents and copyrights

Unlike a couple of other products that use patented proprietary hardware, the TeleRecorder may not qualify for a patent, since it uses standard hardware and APIs to do its job.

We can consider patenting the idea of the audit trail of .tr files.

However, some aspects of the system can and should definitely be copyrighted. These include the format of .tr files, and the protocol for communication between clients and the TeleRecorder server. The audit trail feature can be patented or copyrighted depending on feasibility.

7 Some good to have features

During this study, some good features were found in other products, which could be added to TeleRecorder. These are listed below.

1. Bookmarks. While listening to a conversation, a user adds a bookmark at a certain point. The bookmark consists of a time stamp and a small note. This then appears in the GUI. Clicking on the bookmark, takes the user to that point of conversation
2. Search. Some products offer a search facility. Search can be done on time stamp, caller id or bookmarks

3. Multiple recording format options. User selects recording format. Different formats can be used based on whether the user desires to save space or to preserve audio quality.
4. Option to automatically forward recorded file to email id or Internet server.

8 Product comparison

This is included in a separate file "TeleRecorder product comparison.html"