

Listen *Up!*

Brian Spencer, President of leading call recording vendor OAISYS, profiles the company and says they are ideally positioned to help resellers win business in the converged voice and data market.

OAISYS (formerly Computer Telephony Solutions), was founded and incorporated in 1996, with its corporate headquarters located in Tempe, Arizona, in the United States. OAISYS entered the market as a third-party custom software provider for business communications platforms. After creating many diverse custom solutions, OAISYS began to bundle its products into software suites addressing different communications needs.

By the late 1990s, OAISYS had become a leading provider of call recording, reporting and monitoring, as well as automatic call distribution (ACD), solutions. Innovative products combined with a company-wide, dedicated support model designed to simply, efficiently and reliably service the needs of customer and resellers provided strong and consistent sales growth. In 2005, sales and market trends indicated that the greatest opportunity for continued growth was in the area of call recording, and efforts to aggressively strengthen and expand that business segment were put in motion.

Today, OAISYS employs a staff of 31, has been profitable throughout every quarter of its history and has successfully established its position as a leading provider of call recording and contact centre software solutions. Significant milestones throughout the company's history include:

OAISYS U.S. Headquarters in Tempe, Arizona.

June 2007: OAISYS signs licensing agreement giving Toshiba exclusive global rights to the intellectual property and source codes of the OAISYS ACD product line.

October 2007: OAISYS introduces revolutionary Talkument[®] voice documentation and collaboration software, providing knowledge workers with unprecedented access to the benefits of call recording.

January 2008: OAISYS announces strategic integration partnership with prairieFyre Software Inc., a leading developer of web-based multimedia contact centre software.

June 2009: OAISYS named Mitel DataNet CommSource Vendor of the Year for third consecutive year.

November 2009: OAISYS introduces the version 6.0 release of their Tracer contact centre management software, which provides significant feature enhancements wholly driven by the direct feedback of customers.

November 2009: OAISYS launches OAISYS Limited U.K. office in the city of Cambridge.

Business Challenges

Remaining focused on delivering a useful tool rather than fancy technology is a constant challenge. It's easy to become caught up on speeds and feeds when competitors make that out to be important. At the end of the day, it's

crucial that we solved a real, daily problem for our customers. Along the same lines, it is more important today than before to deliver elegant and simple user experiences even as the underlying functions of a product are highly complex and flexible. In our early years, the networks and gear with which our products operated were more rigid so there were fewer options to deliver.

Products

OAISYS Product Portfolio Overview

Talkument: Talkument utilizes patent-pending OAISYS Portable Voice Document (PVD[™]) technology to create digital media documents from business telephone calls and associated contextual data, which are then centrally stored on a secure network repository. Users across the business have the ability to organise, retrieve, playback, annotate and share these voice documents.

Tracer: Tracer builds upon Talkument with advanced capabilities for quality assurance, real-time coaching and personnel development. This includes robust live and auto call monitoring with pause, rewind, fast forward and IM functionality, synchronised desktop video recording and employee evaluations and quality reporting for proactively developing personnel and monitoring service.

Strategic Partnerships

OAISYS is strategically partnered with leading VoIP business communications technology vendors to deliver enhanced capabilities that enable customers to improve business performance. These partners include Mitel, ShoreTel, Toshiba, Avaya and prairieFyre. While our tightest degree of integration exists with these manufacturers, we also integrate with many standards-based IP and legacy TDM phone systems from other vendors.

Channel Sales Model

OAISYS employs a channel-only sales model and does not sell direct. Our products are sold only through our authorised dealer network, which gives us broad geographic reach and an expansive sales force while allowing us to be focused and avoid channel conflicts in delivering our service and support programs. We provide our resellers with comprehensive pre- and post-sales support, including project management tools, dedicated installation assistance and end-user training services.

Convergence

The convergence of voice and data applications does present some challenges, particularly as it relates to the similar effect of "melding" the unique skill sets of voice and data VARs. As software solutions evolve, both groups of VARs must transition from a primary focus on hardware/infrastructure sales and embrace applications convergence, which truly enables real cost savings, business process improvements and return on investment to be realized.

As a software vendor, we are uniquely positioned to guide VARs through this shift. We do this by offering products at the point of integration between voice and data applications, providing abundant training on the many different ways our voice documentation solutions can benefit their customers and on how these technologies interoperate. This enables them to engage with their prospects in a much more consultative fashion based on unique business issues and challenges. By providing VARs with the highest level of expertise through our comprehensive training, service and support programs, we properly equip them to successfully adapt to advancing converged technology and changing customer needs.

Training & Accreditation

OAISYS holds a number of key accreditations including:

- Mitel Solutions Alliance Gold Preferred Member
- Mitel-Approved Test (MAT) Certification
- ShoreTel Certified Technology Partner
- Avaya DevConnect Program Gold Member
- Microsoft Certified Partner

Market Observations

Convergence started at networks, moved up to applications and now is a trend in the suppliers themselves. Cisco, HP, Microsoft and IBM all offer and actively promote converged communications tools. Avaya, with the purchase of Nortel, may do the same. Google is coming into the market from a different angle but with

the same potential result. The result is demand for an agile, robust communications and information network that is easily extensible using standards to support specialized applications to match the needs of a given industry or company.

There is a greater focus on the utility of various applications now instead of selecting a proprietary set of network gear that intrinsically limited the available products for needs like contact centre, call recording, integrated CRM, etc. We expect demand for purposefully integrated tools, like call recording that seamlessly meshes with electronic medical records (EMR) systems for example, to dramatically increase.

Business Outlook & Plans

Global expansion will be a major focus for OAISYS in 2010, as we look toward expanding the OAISYS Limited U.K. office in the city of Cambridge and continuing to drive sales efforts in the CALA region.

The OAISYS product roadmap for 2010 includes planned enhancements to address the enterprise, healthcare and public sector markets. These are areas where we have experienced success to date, and expect that key feature improvements will allow us to achieve even greater market penetration.

To better address the needs of enterprise-class customers, we'll be introducing Active Directory integration, continued development of our current APIs and system expansion beyond 1,500 ports to 5,000 or more.

Within the public sector, specifically public safety, we'll introduce multi-channel playback for accurate recreation of an incident and multi-channel export for single audio file creation. We'll also add Automatic Location Identification (ALI) and Computer Aided Dispatch (CAD) system capture capabilities to include data output such as caller address, latitude, and longitude.

Within the healthcare market, we'll enable importation of dictation audio files into the OAISYS database, access system and file management structure and deliver speech-to-text integration for translation of voice documents into companion text files. We'll also work toward further enhancing our API support to provide integration EMR systems.



OAISYS Management Team. Left to right; Brian Spencer, OAISYS President, Kevin Burns, OAISYS Limited Managing Director, Jack Wikselaar, OAISYS Director of International Business.

To learn more about OAISYS Limited and the Tracer and Talkument solutions, visit us on the web at www.oaisys.co.uk or contact:

**Kevin Burns, OAISYS
Limited Managing Director
Office: 0844 73 66 152
Mobile: +447811201599
Kevin_Burns@oaisys.com**