

An Oaisys *in the desert*

Comms Business talks with Kevin Burns, UK Managing Director of Tempe, Arizona-based call recording vendor Oaisys about their product and channel strategy.



Kevin Burns

Oaisys, founded in 1996 with corporate headquarters located in Tempe, Arizona in the United States, is a developer of call recording and contact centre management solutions for small to medium-sized businesses and multi-site large enterprises.

UK Managing Director, Kevin Burns, “Our voice documentation and interaction management solutions have helped companies within a wide variety of industries—including healthcare, transportation, financial services, and the public sector—attract and retain customers by digitally capturing phone-based interactions for simple retrieval, playback and management.

“Oaisys applications help to improve risk management, quality assurance, customer

retention, dispute resolution and other critical business concerns. Our solutions offers superior integration with leading business communications systems, ensuring the right fit for a broad array of organisational needs.

“The company 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 within North America. We are strongly committed to global expansion, as evidenced by the recent launch of the Oaisys Limited UK office in Cambridge.

“Strong investments have been made in research and development, product distribution and sales and marketing to enable us to significantly expand and grow business in foreign markets at an aggressive pace in 2010.”

Product Portfolio

Talkument: Talkument utilises patent-pending Oaisys Portable Voice Document 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 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.

Channel-Only Sales

Burns says that Oaisys employs a channel-only sales model and does not sell direct.

“Our products are sold only through an authorised dealer network, which provides broad geographic reach and an expansive sales force while allowing the company to be focused and avoid channel conflicts in delivering their service and support programmes.

“We provide resellers with unrivalled comprehensive pre and post-sales support, including project management tools, dedicated installation assistance and end-user training services.”

In the UK Burns is recruiting value-add partners to take their call recording products direct from the manufacturer to resell to existing and new customers

“There will be no direct sales at all by Oaisys, all sales leads received will be qualified and then passed to the best suited partner.

“Our products work extremely well with the Mitel product offering of 3300ICP and 5000 Series and interconnect and work with prairieFyre and Callview call centre applications. In fact we are the number one call recording supplier with Mitel, a position we have held for the last three years with 80% of that market.

“We also have an existing partnership within the Toshiba reseller market place and also work with Shoretel and Avaya platforms.”

Burns has a strong track record in the UK comms market, especially working with channel partners. He began in telecommunications as a BT apprentice before moving to CES / Switchcare working on SDX systems. The company was later purchased by Sterry and Burns then joined Chris Harris at Plessey Tellumat, then moved to Bosch Telecom before joining DeTeWe where after four years he joined up with Harris again at Inter-Tel for seven years until the Mitel takeover of the company saw him set up his own consultancy business for the past two years. Here he met up with Oaisys!

Oaisys are currently recruiting sales professionals for the channel and are also looking to take on technical staff as well.

In terms of getting resellers on board Burns says he is offering some key differentiators. “We offer a ‘jump start’ programme free of charge and a trained technician to be available at the end of the phone to walk the resellers through the install process. In addition all our training is available on line and on DVDs and is free of charge.”

For resellers 2010 will see the official launch of the product on February 10th at Wyboston Lakes Golf Complex.