

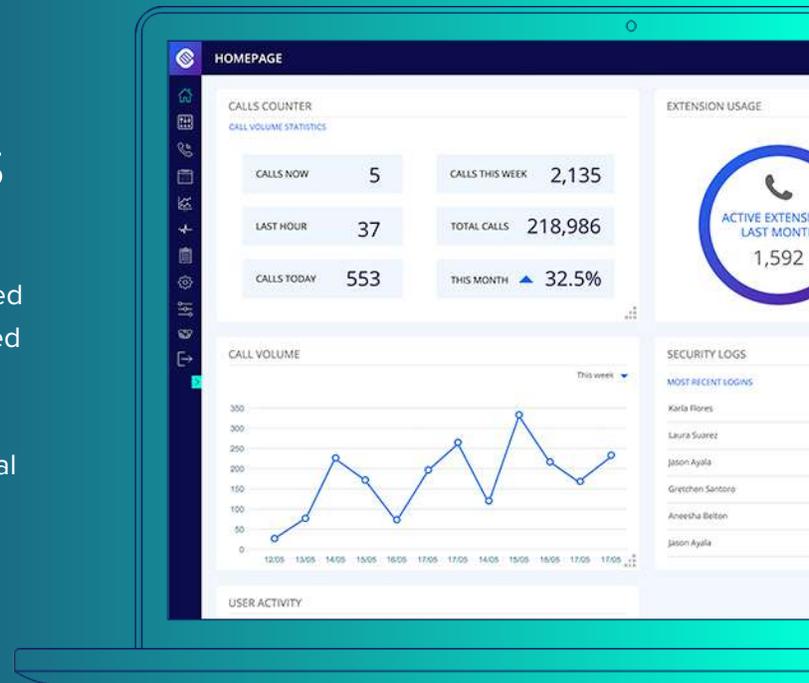


# Jailbreak your Voice Data

# The **EASY** way to break your voice data free from premise and proprietary systems

Most organizations have years of recording data locked up in either an on-premise recording platform or locked into a particular proprietary system. CallCabinet can unlock this data from any current system, giving you back full ownership and unlocking its massive potential by migrating it to the cloud.

**Own your data and gain a competitive advantage with CallCabinet**



## Turn idle data into business intelligence

### The problem with on-premise data

Before cloud solutions came along, organizations around the world had been using on-premise recording to maintain call records and stay compliant with regulations. Inevitably, this practice often resulted in vast amounts of voice recording data being locked in proprietary formats and stored on the organization's premise in physical servers.

Some companies had to retain these records for many years due to regulatory requirements, while others simply kept on using the recording system they knew.

Fast-forward to present day, many organizations feel like they are caught in a catch-22 with no clear value to be gained from their stored data.

### Does your business need both a legacy system and the cloud?

This is a myth. There is a common misconception that legacy recording data cannot be set free from proprietary systems and that organizations are stuck paying for both should they wish to use a cloud solution.

The reality is that your organization's data can be set free. We have perfected the means to unlock your data and migrate it to the cloud – all while remaining 100% compliant.

Take back what is yours and let CallCabinet move your recording data to the cloud for automated quality assurance, unlimited voice analytics and accurate agent evaluation – all while remaining compliant to the core.

### **Is there still value in your legacy voice recording data?**

That would be a resounding yes, but only if you migrate it to the cloud.

Keeping your data in its current state risks loss of valuable business intelligence as well as being in breach of compliance should anything happen to your stored data within the set retention period. Not to mention the costs involved in maintaining your on-premise recording system and the labor costs associated with manually analyzing the data, should a dispute arise.

### **What difference would it make to migrate your data?**

Let's first take a look at what the cloud offers. The cloud gives you a future-proof solution to your problem. The very nature of the cloud is constantly evolving to assure the very latest in security and accessibility. This means your data will be safer and more secure in the cloud, and you can access it anytime for any reason.

Plus, there are no storage volume limitations in the cloud.

The cloud also offers you more options. Direct integration with other cloud software enables you to utilize your data for far more than just storing it. Your data in the cloud can be used for – to name a few – improving your customer service and experience, maintaining call quality assurance and mining valuable business intelligence.

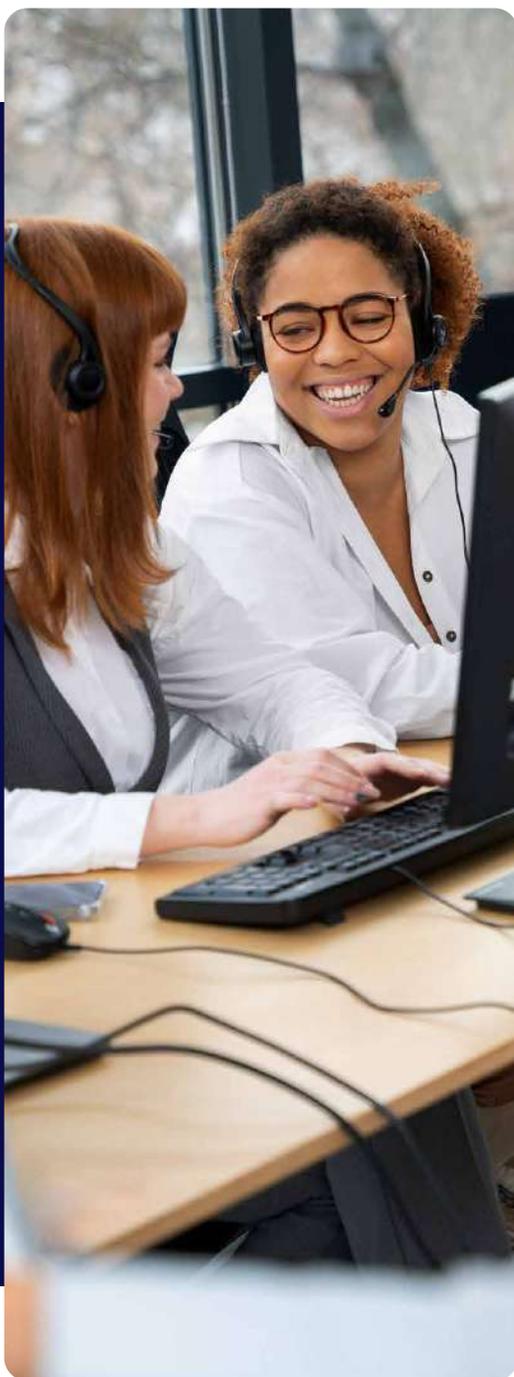
**Easy does it.**

# Let CallCabinet jailbreak your voice data

## How long will it take to migrate your data?

To help organizations move to the cloud, CallCabinet developed a unique data migration system. The data migration process involves re-formatting and restructuring voice data from legacy recording systems to build voice databases into a normalized format within a CallCabinet implementation.

It can be a time-intensive process, especially for organizations with vast quantities of legacy data, but it is much quicker and less costly than any other alternative.



The following steps explain the process we follow to make sure your data gets migrated safely:

**Step 1:** CallCabinet will copy all archived data to scratch space, typically a hard disk. Copying all the media upfront allows immediate detection of any bad, damaged or unexpected blank tapes and disks which may need data recovery.

**Step 2:** We then extract implicit metadata from the raw data and reconstruct it into individual call records, one record per recording.

**Step 3:** We extract audio bytes from raw tape images, raw disk images, and/or audio files.

**Step 4:** We transcode the audio to a standard format that will work with common audio playback software on Windows, Mac, iOS, or Android.

**Step 5:** We extract extended metadata from relational databases (if present).

**Step 6:** We deliver the retrieved audio and metadata to the CallCabinet cloud.

## Will your data remain compliant?

Compliance agencies and standards such as the SEC (USA), CFTC (USA), FCA (UK), FSC (South Korea), CSRC (China), ASIC (Australia), and PCI DSS (global) have strict rules relating to data security, data retention, and the transportation of backup media. CallCabinet's process meets every regulatory compliance requirement across the globe.

## What's the end result?

Your data now sits safely in the cloud, where it can be mined for valuable business intelligence that would have – for all practical reasons – been lost. Migrating to the cloud will not only allow your organization to set your workforce free from being premise-bound but also realize the untapped value of your data. Data in the cloud is safer and more secure than ever and is easier to manage.

Easy to be accurately analyzed, evaluated and retrieved by next-gen artificial intelligence (AI) and ready to turn into business intelligence gold.

# Ready to liberate your data? Contact us today!



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