cognia

COMMUNICATIONS ARCHIVE AND APPLICATION-INTEGRATION FOR OPERATORS

Cognia's unified communications archive is a platform-as-a-service (PaaS) designed to enable telecoms companies to provide high-value archive and application-integration services that meet their most pressing compliance, risk and productivity needs.

Cognia's platform offers secure, scalable, self-managed solutions to businesses of any size, placing you at the heart of customers' operations - increasing lock-in, ARPU and differentiation without the time, cost and complexities of alternative approaches.

FEATURES

‣ **Unified archive and analytics:** Enables delivery of mobile and landline voice, video and text-based communications archive and analytics solutions demanded by regulated customers in finance, healthcare and other sectors

‣ **Globally scalable:** A globally scalable PaaS that enables common services to be delivered to domestic and international enterprise customers alike

‣ **Extensible:** Enables delivery of both standalone archive and analytics services and, using the Cognia application framework, can provide integration with business applications such as CRM, trade surveillance, BI and workforce optimization

‣ **Trusted:** A proven solution, trusted by some of the world's most security-conscious enterprises, and used by some of the world's largest telecom operators

EXAMPLE APPLICATIONS

Cognia enables telecoms operators to meet some of their business customers' most pressing challenges:

‣ **Financial compliance:** Some of the world's leading banks use Cognia to meet regulations, such as Europe's MIFID II, the US Dodd-Frank Act, the UK Financial Conduct Authority (FCA), the Monetary Authority of Singapore (MAS), and more

‣ **Customer service quality assurance:** Customer-facing organizations choose Cognia to resolve disputes rapidly, analyze communications for quality assurance and agent coaching

‣ **Field services:** Cognia mobile recording enables conversations between customers and delivery teams, engineers, healthcare professionals, recruiters, and other field operatives, to be brought into the scope of customer-service monitoring

BENEFITS

‣ **Tap into growing, compliance-led demand:** Regulated and non-regulated businesses alike are recognizing the value of communications analysis and monitoring

‣ **Increase ARPU:** Cognia enables you to offer value-added services that can double or triple ARPU

‣ **Lock in customers:** Cognia integrates your services into customers' core business applications increasing business value and service stickiness

‣ **Remove operational cost and complexity:** Bridging the gap between communications and applications, Cognia enables you to deliver enterprise solutions that are tailored to your customers' needs – while removing the costs, complexities and rigidities inherent to internal product development and support

cognia UNIFIED COMMUNICATIONS ARCHIVE

KEY FEATURES

CAPTURE

Record conversations across multiple channels, operators and territories. The Cognia unified communications archive enables you to capture, and analyze all of your transmissions into one unique global platform.

Mobile: Cognia integrates with mobile operator networks to capture all incoming and outgoing calls, voicemail, SMS and MMS. **Landline:** Media from on-premise or hosted telephone systems, whether TDM or SIP, can be captured. Cognia integrates with over forty of the most popular telephone-system brands. **Video:** Cognia ensures it remains within your compliance, BI or service-assurance controls and processes. **Social:** Available feeds include Twitter, Facebook, Google+, Yammer, as well as blogs and message boards. **Email:** Microsoft Exchange and Gmail to be captured, searched and monitored alongside all other captured media, for eDiscovery and compliance.

ARCHIVE

Manage media in line with policy controls set at any organizational level. Delegate administration, while maintaining global oversight; enforce security policies; and ensure local regulatory compliance.

Media can be stored in Europe, North and South America, and Asia, or pushed to customers' on-premise systems. Through easy-to-use policy controls, multiple locations can be set at any level – from region, to department to recorded user. This also applies to other functions such as storage retention, legal hold, media access, encryption.

DISCOVER

Investigate events, monitor communications, and securely share the results with internal and external parties quickly and easily.

Search across voice and text-based conversations, filtering by dates, user, device, other party, direction, media type. Run ad-hoc and structured, multi-phrase
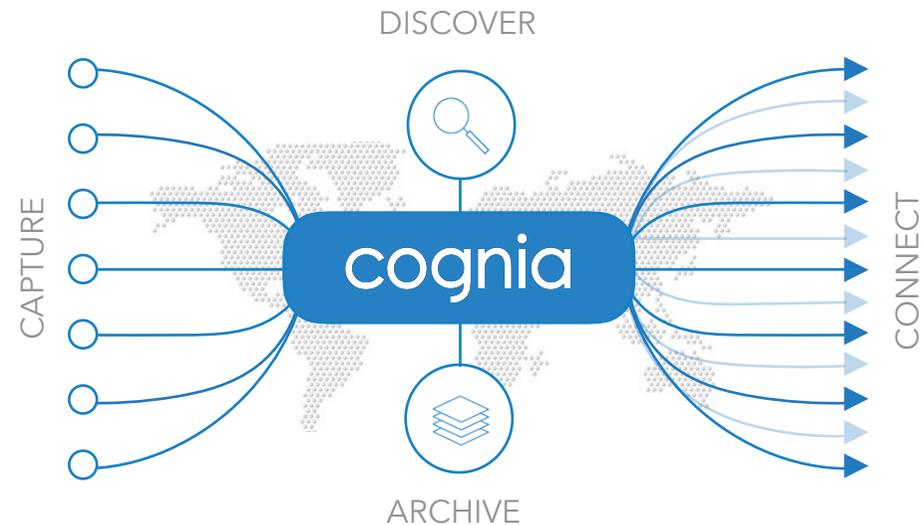
content searches across voice and text using built-in, multi-lingual phonetic and transcription engines. Monitor operations in near-real time using stored searches, application rules, automated tagging and alerts. Share media items quickly and easily with staff and third parties using timed links and multi-factor authentication, to maximize protection of sensitive data. Report on all captured events, including, for example, call chronology.

CONNECT

Expose media, events, alerts, and transcribed media, to your business applications. Select from pre-built prebuilt application plug-ins or integrate using the Cognia API. Enable selective access and use of applications using the platform's organizational and security policy controls.

ABOUT COGNIA

Cognia helps organizations address some of their most pressing compliance, service-assurance and productivity challenges. Used by businesses in sectors such as finance, energy, healthcare or retail, the Cognia cloud-based unified communications platform transforms the cost and ease of capturing, storing and analyzing mobile, landline and digital interactions. To learn more visit cognia.com