



FOR IMMEDIATE RELEASE

**CONTACT:**

Ed Templeman

TelStrat

972-543-3466

[etempleman@telstrat.com](mailto:etempleman@telstrat.com)

## **Engage Suite™ 3.2 Delivers Affordable Analytics; Low-Cost Avaya VoIP Recording; & Makes Virtual Servers a Reality**

*Latest release also brings SIP support, expanded soft key on-demand recording support, and special pricing offers for new and existing customers*

**Plano, Texas – December 16, 2009** – TelStrat, a global supplier of comprehensive contact center solutions and business call recording products, today announced shipment of Engage 3.2, the latest version of its industry-leading contact center solution suite. Incorporating TelStrat's previously announced phonetic-technology-based speech analytics product, Engage Analyze, this new release also brings new capabilities in other key areas, including SIP support, on-demand recording, virtual server support, and a new low-cost option for Avaya VoIP recording.

Now being implemented at customer sites, Engage Analyze indexes and audio mines words and phrases buried in calls using a patented Phonetic Audio Search and Recognition Engine. This phonetic approach to speech analytics makes the product more than an order of magnitude faster than competing Large Vocabulary Conversational Speech Recognition (LVCSR) speech-to-text systems. This makes analyzing 100% of calls a viable option, instead of having to rely on sampling a small portion of calls like the competition. Also, unlike those systems, Engage Analyze is not dependent on finite dictionary and grammar models which require constant maintenance. This makes it easy to quickly and accurately search for new competitors, product names, slang and other dynamically changing terms.

In conjunction with the Engage 3.2 introduction, TelStrat is offering special promotional pricing on Engage Analyze. The special prices apply to new Engage Record/Engage Analyze bundles purchased together and, for a limited time, when adding Engage Analyze to existing Engage Record installations. Full details are available from the company or its reseller partners.

Avaya VoIP phone users got good news in the form of Engage Record's new T-SPAN configuration. This configuration doesn't rely on service observing or single-step-conference. By effectively eliminating much of the licensing costs, Engage Record (T-SPAN) provides these users with full-featured automatic or on-demand call recording and TelStrat's exclusive Conversation Save™ technology at one of the industry's most attractive price points.

Press Release



Engage 3.2 extends convenient, soft key-based, on-demand call recording to Avaya and Cisco VoIP phones. Ideal for schools, security, sales, and other quick-reaction environments, this lets call takers instantly access call recording directly from their phone, without requiring PC use. This makes it even easier for Avaya and Cisco users to access Engage Record's exclusive Conversation Save™ capability, which captures the total call from the beginning when activated at any time before the call's end.

Offering a boon to resource-conscious IT departments, Engage 3.2 now supports virtual server implementations in VM Ware, Microsoft Hyper-V, and Citrix environments. Virtual server capabilities optimize processing across server capacity, letting users do much more without adding hardware and IT infrastructure. This not only reduces capital outlay, but results in higher availability and performance, easier administration, greater reliability, and far better energy efficiency. Coupling virtual server support with Engage Suite's already low-impact server requirements makes it one of the greenest contact center solutions available.

Engage 3.2 also rolls in TelStrat's newly available support for SIP (Session Initiation Protocol) technology. This capability allows Engage Record to provide full-featured recording functionality to SIP-based phones on a wide variety of PBX platforms.

"We're constantly improving and enhancing Engage to answer and anticipate our customers' needs," said TelStrat President and CEO Bob Carroll. "These new features further solidify our market-leading capabilities and add to the value the Engage Suite brings to every user, whether in a large telemarketing firm or a small company's support staff."

#### **About TelStrat**

Headquartered in Plano, Texas, TelStrat® develops comprehensive contact center solutions, business call recording products, leading-edge access network systems, and a number of OEM products for major telecommunications equipment suppliers. TelStrat's Engage Contact Center Suite™ features award-winning technology proven in everything from small companies to large call centers at over 1600 installations worldwide. Engage makes capturing customer interaction, maximizing agent performance, knowledge mining call content, and streamlining workforce management affordable for virtually any size organization. Certified on Avaya, Cisco, and Nortel, the modular, component-based product line provides an integrated, total recording and workforce optimization solution for any size organization.

A customer-centric, channel-focused organization, TelStrat offers its Engage Suite portfolio through a global network of over 200 reseller partners, including the most prominent names in telecommunications.

Founded in 1993, TelStrat has consistently maintained an unsurpassed commitment to customers and their business needs. For more information, visit <http://www.telstrat.com>

###