Call Analysis Module:
Multi-Dimensional Call Monitoring, Correlation, and Analytics for Comprehensive Business Reporting and Cost Analysis

Enterprise businesses like yours conduct day-to-day operations within a massively complex, multivendor communications environment – one that is comprised of multifaceted, overlapping networks supporting critical, real-time business applications like IP telephony and video conferencing. Within this dynamic, multi-intersecting network ecosystem, an enormous number of local, long distance, and international calls are made every day by employees who communicate and collaborate internally with each other, as well as externally with customers, partners, and vendors.

Key Features Include:

- Multi-Vendor CDR Collection
- Call Inventory
- Rating and Cost Analysis
- Call Stitching
- Least Cost Route Analysis
- Tail End Hop Off Analysis (TEHO)

These calls generate vast amounts of data and require analysis that is time-consuming and labor-intensive. As a result, critical cost studies are completed infrequently and on a project basis, as opposed to being part of an ongoing business process. Instead of providing your organization with true analysis that is necessary for precise decision-making, your results are flat, one-dimensional reporting of data based purely on carrier rate negotiation. Nectar's Call Analysis Module (CAM) solves this problem by providing your business with a comprehensive, multivendor Call Detail Records (CDR) collection and analysis tool that can 'understand' the underlying technologies that produce the CDR records.

Through this unique feature, you are now armed with the information you need to carry out true call cost analysis where complex call flows are involved. Nectar's Call Analysis Module can collect data from multiple CDR sources, apply an actual and optimal cost to each call record, and then make this data available for in-depth business reporting and cost-savings analysis – so you can determine the most cost-effective way to route calls and save money.

How Nectar's Call Analysis Module Works

Call Stitching: Los Angeles, CA office dials London Branch, with call being routed through Austin, TX branch then through Chicago. In this case, the call results in 7 CDR records and effectively as 3 calls of which each would normally bear a cost. At the end of call leg 7, CL-CDRs are generated. The 7 CL-CDRs will be stitched so that reports can represent the entire transaction

The Nectar Call Analysis Module is not a simple call logger. Instead, it is a highly sophisticated, multi-dimensional data warehouse and analytics platform that provides rating and re-rating functionality, carrier-billing verification, tail-end hop off (TEHO) analysis, and cost reallocation. The company's unique CDR collection capability enables the correlation of call records from multiple sources – PBXs, real-time CDRs, and Vendor Knowledge Modules (VKMs) – providing the ability to measure, analyze, and model calls in an easily customizable format. It provides a centralized system for loading all of the data from calls generated across multiple systems.

In addition, the CAM technology is uniquely different in how it rates call records. First, the CAM rating engine is highly

customizable, enabling your business to rate a call by how the carrier is billing your company. Second, the Call Analysis Module automatically rates every call based on the carrier's cost (i.e., the actual cost). It then analyzes the dial pattern, reviews a rate table to determine possible lower rates worldwide, and then re-rates the call to reflect the optimal rate for that call. The outcome reflects what the cost could have been and with which carrier your company could have saved money.

Leveraging the multivendor voice quality monitoring capabilities of the Nectar Unified Communications Management Platform (UCMP), the Call Analysis Module is able to 'stitch' together the building blocks of 'ear to ear' analysis and reporting. It does this by combining the distinctive inventory and infrastructure awareness capabilities of Nectar's UCMP Vendor Knowledge Modules with the CAM multi-platform CDR collection feature

Unique Features of Nectar's CAM include:

- **Universal CDR** - Better understand and analyze call usage and costs through an exclusive ability to correlate multi-dimensional cost detail within complex, cross-vendor ecosystems; and

- **Call Stitching** - Gain deep insight into call data for calls traversing multiple platforms or geographies – so your business can troubleshoot complex call flow issues faster.

- **Rating Engine** - Centralized management of all carrier rates while intuitively including carrier specific details such as billing intervals, set up charges and so on. The customizable rating engine enables organizations to rate and verify carrier bills as well as rate data for further analysis.

- **Vendor Knowledge Modules for Associating Related Records** - Leveraging the power of Nectar's Vendor Knowledge Modules, the solution is completely infrastructure aware and by adding critical data to the CDR records enables the ability to associate multiple records to a single call.

to create an infinitely superior means of correlating information within a complex communications environment. This access to dynamic third-party intelligence enables a holistic view of advanced analytics and diagnostics not available in traditional CDR offerings.

The Nectar Call Analysis Module also utilizes the Advanced Network Analytics BI/reporting engine to deliver fast and intuitive report building capabilities for immediate, accurate decision-making. Further, the level of actionable reporting detail available will help eliminate the need for costly and time-consuming professional services engagements.

Innovative Features for Today's Complex Communications Network

The CAM solution's ability to read data from all major vendors – including Cisco, Avaya, and Microsoft Lync UC platforms as well as BT & IPC Trading Platforms – combined with the architecture's power to handle increasingly large volumes of data without a drop in performance provides your business with access to the most significant cost saving features available today. Regardless of the distributed, multi-vendor platforms at play in your global communications environment, the CAM solution can support your specific business needs and ensure optimum utilization of your complex UC resources. No other technology on the market today offers the breadth of multi-dimensional data analysis, actionable reporting, and centralized management found in the Nectar Call Analysis Module.

SCALABLE

Regardless of the number of calls your organization generates on a daily basis – whether it's thousands or in excess of several million calls – the storage and architecture specifications of the solution can be customized to ensure that the rating engine and data warehouse functionality operates seamlessly. In addition, additional CDR sources can be easily added, as needed, to ensure future growth and avoid unnecessary costs.

SIGNIFICANT COST SAVINGS

The Nectar CAM utilizes a carrier grade rating engine that enables your business to effectively rate and re-rate calls for detailed analysis and reporting. Organizations like yours can now effectively identify routing efficiencies and verify carrier bills

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Every Conversation Matters™

on an ongoing basis, as well as run multiple 'what if' scenarios for future cost planning. Every call is rated for actual proof of potential cost savings via the Call Analysis Module's unique ability to analyze costs and determine spend optimization. In fact, the CAM capabilities provide for detailed cost analysis and savings not available through traditional TEM (Telecom Expense Management) systems.

REGULATORY COMPLIANCE

Industry and government regulations oversee many aspects of CDR data retention and privacy in key regulated industries, such as financial services and healthcare, for example. The Nectar CAM solution is designed to comply with these regulations via customizable rules that specify how long data is retained, as well as user permissions that restrict who is allowed to view certain information and what types of information a user may see in any given record. It also integrates with third party authentication and authorization platforms to enable secure user sign on and detailed audit trails.

ROBUST REPORTING

With the click of a mouse, your organization can produce true Business Intelligence reports using Nectar's Advanced Network Analytics reporting engine. You can automatically generate custom reports based on information from multiple data sources – providing a comprehensive view of information based on specific user needs. Customizable reports can include, for example, a detailed review of calling patterns and trends, capacity management, the impact on call routing, and much more.

UNPARALLELED DIAGNOSTICS

The Call Analysis Module provides superior diagnostic capabilities for true end-to-end call flow analysis. Since outbound calls can generate a litany of CDRs, the CAM software is able to identify, at a detailed level, how a call has traversed multiple platforms to get from point A to point B. This unique feature provides your organization with greater efficiencies in troubleshooting and resolving complex call flow issues.

About Nectar Corporation

The company's flagship offering – the Nectar Unified Communications Management Platform (UCMP) – improves service delivery across integrated voice, data, video, and application solutions by providing critical, actionable performance information to both executives and technical resources. Armed with this knowledge, service providers and enterprise customers like you now have the foundation to align vital IT initiatives with key business objectives, thereby freeing up essential resources and transforming your company's infrastructure into a highly responsive business asset. Nectar – because every conversation does matter.

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