

# SpliceCom

## Press Release from SpliceCom

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Thumbnail images for reference only.

### SpliceCom & Tri-Line make the proven benefits of Call Recording & Informal Call Centres affordable for all

15th March 2005 - Chorleywood & London, UK; SpliceCom, a company specialising in communication systems which combine voice, video and web enabled IT applications at the desktop, has announced a joint development agreement with call management specialists, Tri-Line.

"We've had advanced applications like call recording, flexible call routing, queue management & skills based routing "under-the-skin" of **maximiser** from day one," states Robin Hayman, SpliceCom's Director of Product Management. "We've been searching for a like-minded voice applications company to help us expose these features and deliver them to market in an easy-to-use manner. As such, Tri-Line have proved ideal partners."

"It's been a joy working with SpliceCom," says Mike Hill, Tri-Line's Managing Director. "Our two companies share so many similarities and underlying philosophies that this has been one of the easiest and quickest - not to mention most rewarding - development projects that we've ever been involved with."

The first applications to be delivered through this relationship address the areas of Call Management, Call Recording and the Informal Call Centre.

- **SpliceLog.** A Call Management system specifically designed for **maximiser** with a "near-zero" configuration requirement - enter IP address, call logging password and away you go. In line with SpliceCom's converged application strategy, SpliceLog is web-enabled, allowing information and reports to be accessed - with the correct privileges - through any standard web browser. This includes SpliceCom's PCS 400 IP Phone and PCS 50 IP Softphone/Phone Partner.
- **SpliceRecord.** A modular add-on to SpliceLog that allows automatic and/or manual call recordings made on **maximiser** to be stored, searched, played back and archived. Completely integrated with the Call Management application, SpliceRecord allows call recordings to be searched for on as wide a range of criteria as in any other call logging report. Calls with an associated recording are displayed with an accompanying 'loudspeaker' icon, which, when clicked on, streams the audio direct to the user's web browser - no client software whatsoever is required.
- **SpliceQueue.** Optionally integrated with SpliceLog, or installed as a stand-alone package, this application provides real-time queue and user status information for help-desks, customer service teams, and other Informal Call Centre requirements. A PC Wallboard client - in both Windows and Mac OS X variants - shows overall

performance, queuing calls and calls in progress information, and can be configured to reflect single or multiple Departments / Groups / Queues. A Full Screen Client can also be deployed anywhere on the LAN, to drive a large Plasma-type wall-mounted display. This allows statistics to be shared in the traditional way, where all agents view the queue statistics in a central position.

As **maximiser** provides automatic/manual call recording of Departmental/Group and DDI calls as a standard feature the addition of SpliceLog & SpliceRecord delivers a flexible, functional and fully integrated solution at a very attractive price-point. Up until now, even the most basic of stand-alone call recording servers can cost significantly more than the phone system they are connected to - with none of the advantages of integrated management. With many service industries - doctors surgeries, taxi firms, take-away/home delivery, fast-food restaurants, etc. - now viewing call recording as a must-have, this is set to be the next big growth area for telecoms.

**maximiser's** distributed architecture allows Informal Call Centre "agents" to be spread across multiple sites - or even to be home-based - and yet still operate as a single unified Department or Group. SpliceLog & SpliceQueue provide these agents and their supervisor/administrator with real-time information on call handling performance, in addition to historical reporting. Again, all configuration and management of call queuing, call flow and Departmental/Group membership is handled via the browser-based, **maximiser** management interface.

SpliceLog, SpliceRecord and SpliceQueue will commence shipping within 28 days.

#### **Notes for Editors:**

SpliceCom is a privately-funded company, whose management team were behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's **maximiser** product family combines voice, video and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. These products are only available via selected dealers, value added resellers and systems integrators - they are not sold directly, nor are they available via distribution. Having commenced shipments in early 2003, **maximiser** was voted the "Most Innovative Product" at one of the UK's premier communications trade events, Comms Channel Expo 2004, whilst SpliceCom's PCS 50 for Mac OS X IP Softphone/Phone Partner application is shortlisted for this year's award.

Tri-Line is a privately owned British company, specialising in the development of telecommunications software and systems. Founded in 1999, Tri-Line focus on the development of groundbreaking products, which not only harness the very latest technologies but also challenge existing market views on how these products should be deployed and what features should be contained within them. Tri-Line have been selected as finalists in three categories for this year's prestigious Comms Channel Awards, with: Most Innovative Product, Best Channel Service & Best Channel Development Campaign.

Further Information:

**SpliceCom Limited**  
**The Hall Business Centre**  
**Berry Lane**  
**Chorleywood**  
**Hertfordshire WD3 5EX**

**Tel: 01923 287700**  
**Fax: 01923 287722**

**[Email: info@splicecom.com](mailto:info@splicecom.com)**  
**[Web: www.splicecom.com](http://www.splicecom.com)**

**Tri-Line Network Telephony Limited**  
**9 Printing House Yard**  
**Shoreditch**  
**LONDON E2 7PR**

**Tel: 020 7920 7090**

**[Email: ktobin@tri-line.com](mailto:ktobin@tri-line.com)**

PR & Press Contacts:

**Contract Marketing**  
**13 Curtis Croft**  
**Shenley Brook End**  
**Milton Keynes**  
**Buckinghamshire MK5 7ET**

**Tel: 07764 946850**  
**Fax: 01908 522226**

**[Email: gill@contractmarketing.biz](mailto:gill@contractmarketing.biz)**

[Web: www.tri-line.com](http://www.tri-line.com)