

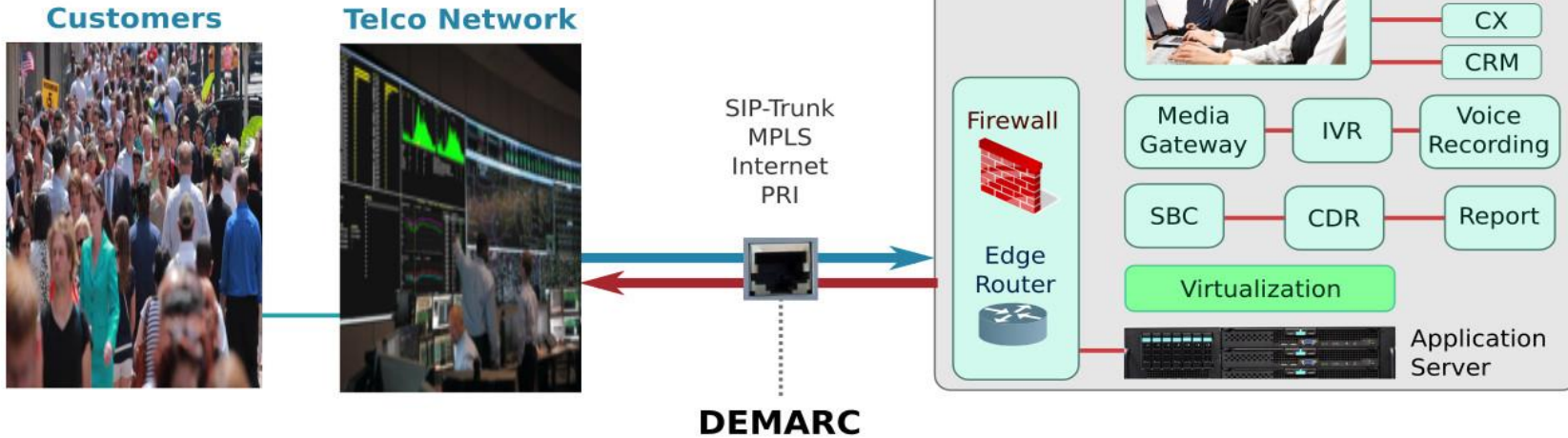
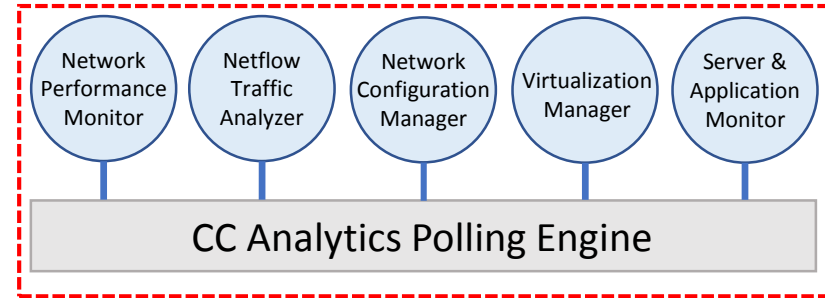


Why and what is the best performance health check ?

1. Everyday, companies rely on contact centre (CC) to engage customers. CC is mission critical to deliver the best experience and business brand to customers, using sophisticated business processes and agent performance training
2. Every second, telco networks and CC infrastructures must performance reliably to make it happen. Failure is not an option. Quick health check capable to detect performance issues, especially during peak hours, is indispensable.
3. Customers want zero call-blockage, good voice quality, and fast resolution time (call duration) experiences. These are the key performance indicators (KPI) of quick health check and easy to understand



Internal CC analytics block diagram





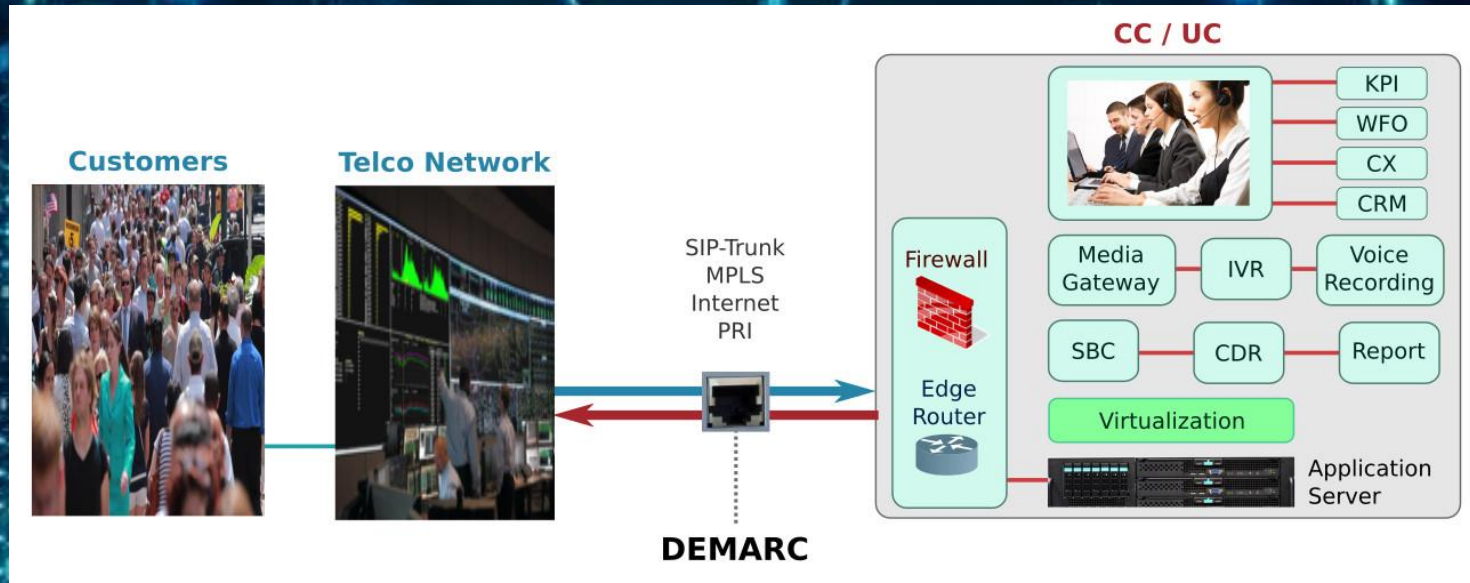
Using internal CC analytics for quick health check ?

1. CC analytics is based on polling the performance data from internal network, hardware and software modules. It requires extensive training to setup and use – **piecing internal performance analytics together is a daunting task**
2. Telco SIP-trunk network is largely invisible from internal CC analytics that is behind firewall and cascade of modules – **accurate call blockage is out of the scope**
3. Internal analytics measures the voice quality between internal end-points only – **excluding thousands of external customer end-points**
4. Internal voice recording is intended for agent performance monitoring. Poor recorded voice quality can be caused by internal network bottleneck – **can't isolate the root cause**



Demarcation point (DEMARC)

– the only point that can measure **both** SIP-trunk and Contact Centre performance



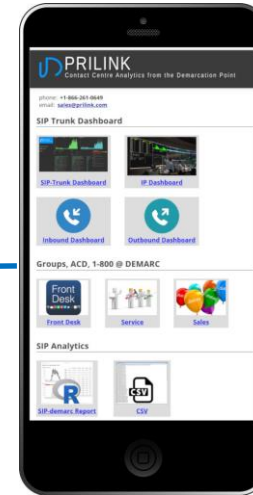
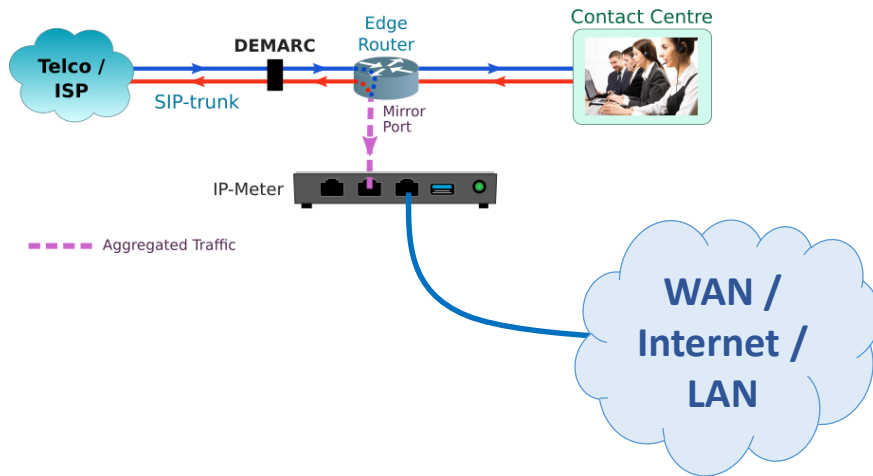


SIP-trunk and Contact Centre Health Check in 20 mins

Step 1. Connect IP meter in 20-minute

Step 2. traffic and CDR metadata in real-time dashboards, daily CSV file and health check report

Implementation using Mirror Port



IP, SIP-Trunk
Inbound & outbound
Dashboard

128 Route/Queue Dashboards




Daily CSV & report

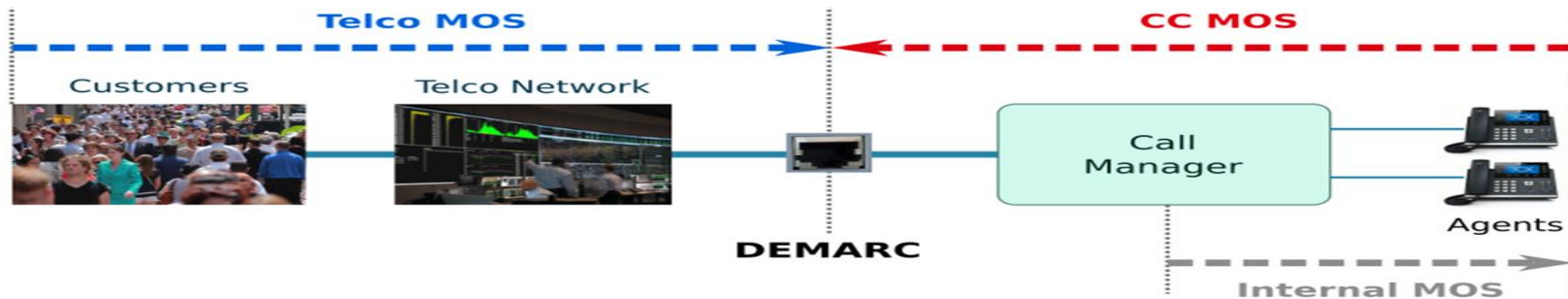


Demo Site: <http://sip-demarc.com/8192-5/>



DEMARC analytics – quick, simple and easy to understand

1. Installed in 20-minute, use only web-browser to monitor network traffic dashboards and download daily health check report and CSV files   
2. Comprehensive traffic measurement of multiple SIP-trunks and up to 128 phone numbers. Daily traffic CSV file includes call duration, call blockage, channel utilization and SIP response code.
3. Daily CDR CSV file provides separate Telco and CC MOS scores for all calls passing through DEMARC. Therefore Telco and CC performance during peak hours can be evaluated separately.



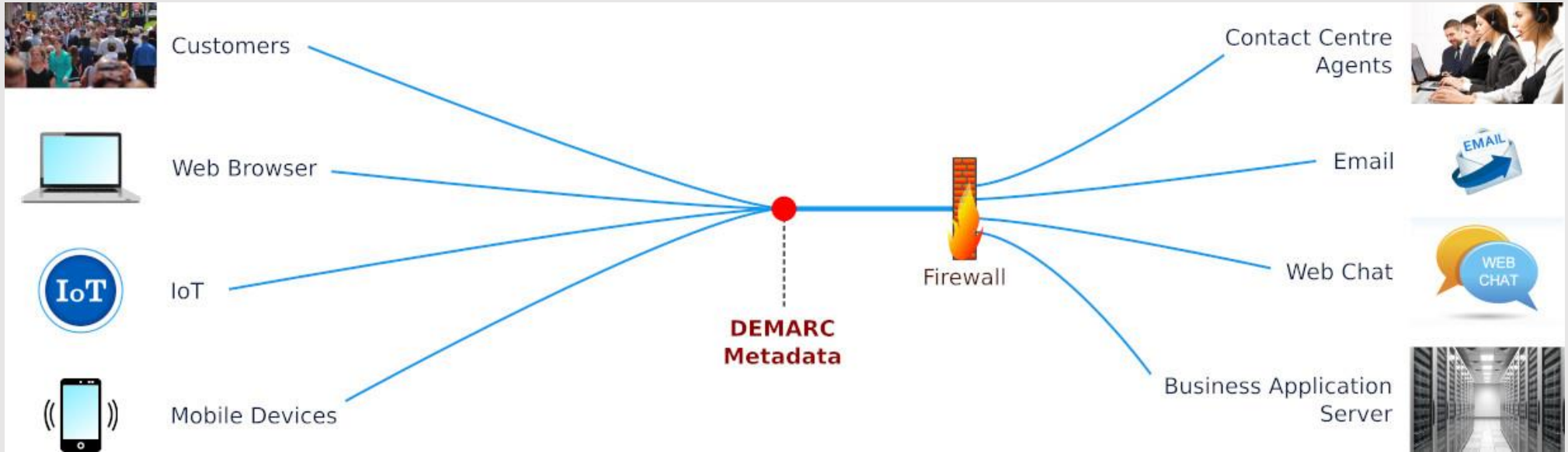


DEMARC analytics – go beyond quick health check

1. DEMARC analytics can easily isolate Telco and CC problems. It accelerates the collaboration between companies and technology partners - **save time**
2. Real-time dashboards eliminate Telco network blind spots - **improve CC work experience**
3. Real-time SMS network traffic threshold alerts – **users can validate call routing diversion immediately**
4. Impeccable 24/7/365 traffic and end-point metadata are versatile for many tasks, network security, SLA, QoS and forensic audits - **peace of mind**

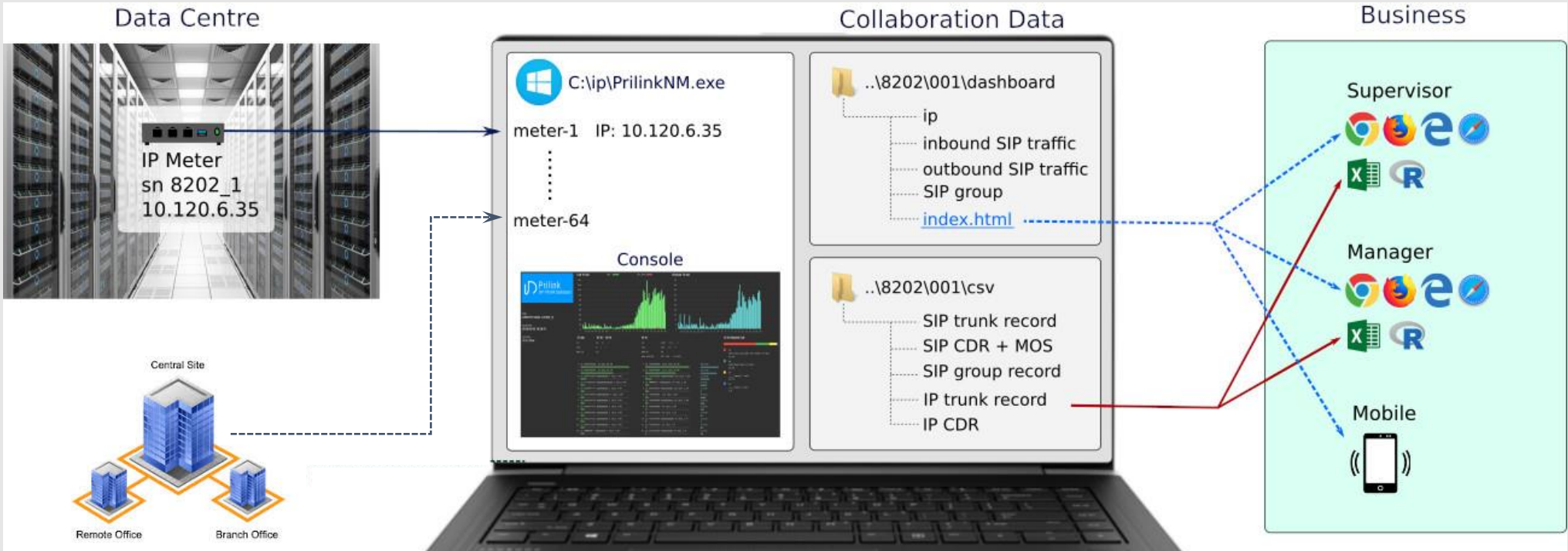


Network security starts from **metadata** capturing all end-point activities – int. & ext.





DEMARC analytics block diagram



- Standalone Window App
- CC with 32K daily calls requires 5 GB per year

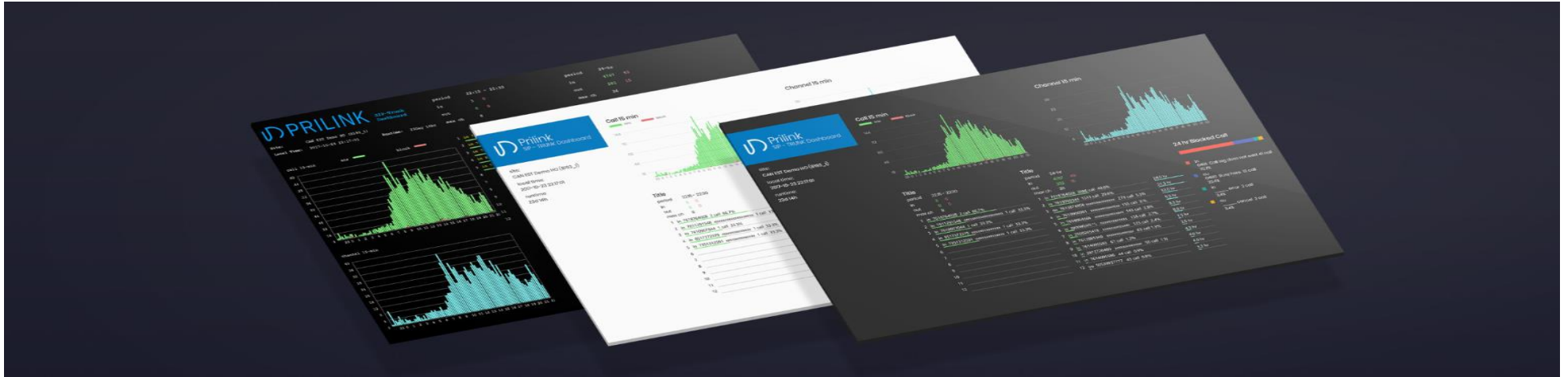


PRILINK

Contact centre analytics from the demarcation point

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Found in 1995, PRILINK specializes in the network traffic and CDR metadata from the demarcation point



Our customers use DEMARC metadata for:

1. Quick network and CC health check
2. Real-time Telco network monitoring
3. Internal (CC) and external (customer) end-points analysis