

# ASC Recording Insights for Microsoft Teams

Andorre, October 16<sup>th</sup> 2019

# ASC at a Glance



**OVER 50 YEARS OF EXPERIENCE IN COMMUNICATIONS ENGINEERING**



**TECHNOLOGY PARTNERS**

**INTEGRATED SOLUTIONS**



**SERVICE SUPPORT 24/7**



**12 SUBSIDIARIES**



**R&D INVESTMENT**

**18 – 20 % OF REVENUE**



**INDUSTRY-LEADING PLAYER**

**FLEXIBLE & TAILORED SOLUTIONS**



**ASC IN 3 MINUTES**

## PORTFOLIO



**CLOUD**



**RECORDING**



**ANALYTICS**



**OUR CUSTOMERS**

**FINANCIAL INSTITUTIONS, CONTACT CENTERS, PUBLIC SAFETY & SERVICE PROVIDERS**

# We Record & Analyze Communications



## Financial Institutions

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### Compliance Recording and Archiving

- Fulfilment of legal regulations
- Detection of compliance violations



## Contact Centers

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### Optimizing Customer Service

- Enhancing customer service quality
- Increasing staff productivity



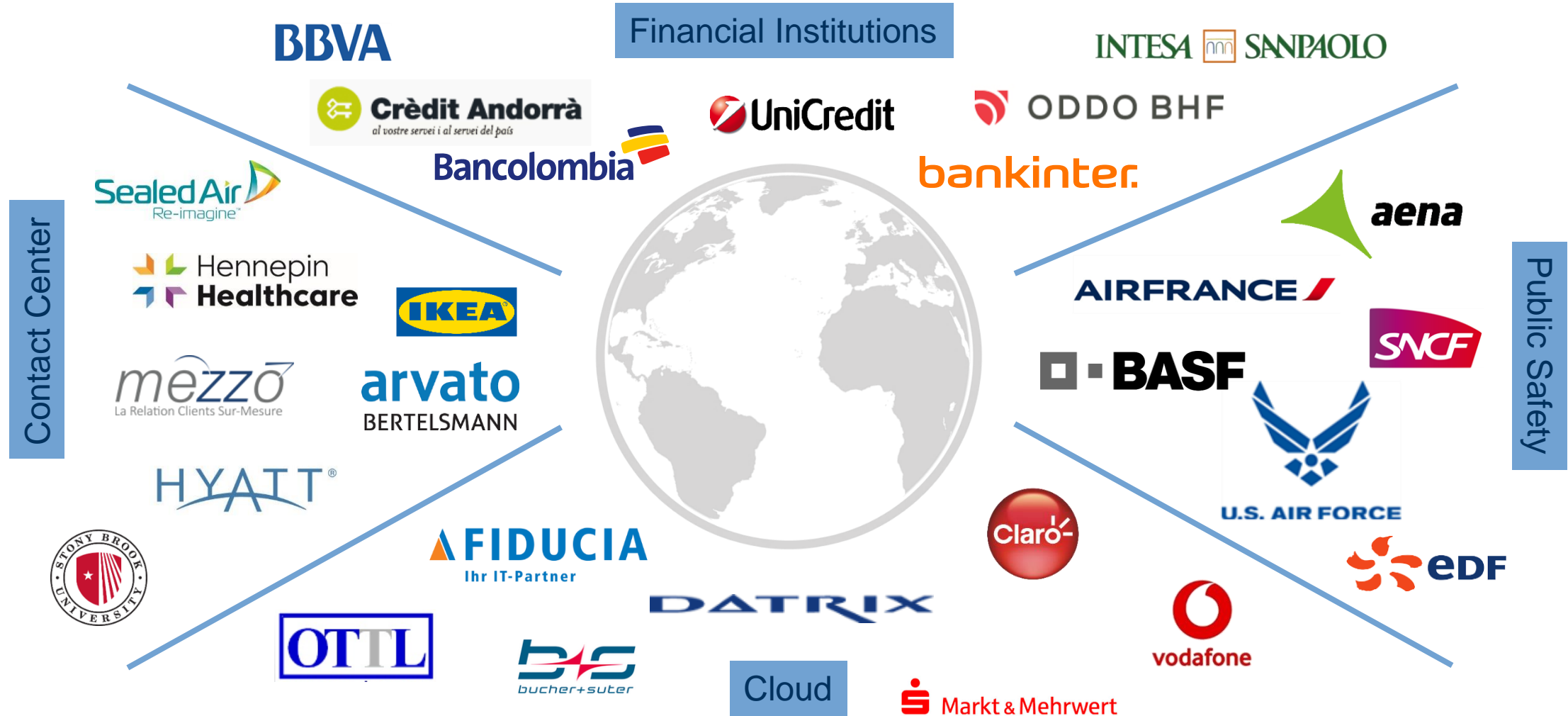
## Public Safety

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### Protecting People & Property

- Reconstruction of incidents
- Optimal response in case of emergencies

# Selected ASC Customers



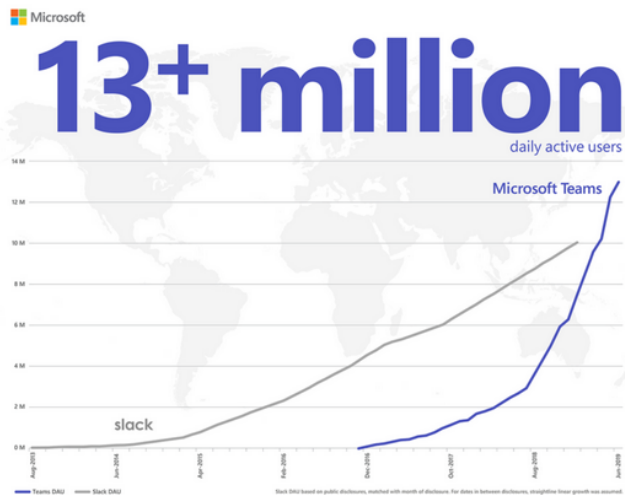
# The journey begins...

JULY 11, 2019

## Microsoft Teams reaches 13 million daily active users, introduces 4 new ways for teams to work better together

By Jared Spataro, Corporate Vice President for Microsoft 365

Two years ago this week, we launched Microsoft 365, an integrated set of apps and services designed to help customers transform workplace collaboration, streamline business processes, and protect critical information. At the center of Microsoft 365 is Microsoft Teams, the hub for teamwork that combines chat, video meetings, calling, and files into a single, integrated app. More than 13 million people now use Teams on a daily basis—and more than 19 million people use it weekly. With availability in 53 languages across 181 markets, Teams is powering teamwork for customers around the world, including Emirates, FedEx, Lexmark, The Adecco Group, KONE, and McCann Worldgroup.



“**Call recording for compliance** - Since many industries have regulatory policies that require the recording of calls and meetings, we’re partnering with compliance recording partners [...] to add this capability to Teams. “

Source: <https://www.microsoft.com/en-us/microsoft-365/blog/2019/07/11/microsoft-teams-reaches-13-million-daily-active-users-introduces-4-new-ways-for-teams-to-work-better-together/>

# ASC is Selected Microsoft Partner



Gold partner  
(managed partner)

Selected partner for  
Compliance Recording  
for Microsoft Teams

Co-sell ready

Part of the TAP program  
– Calling API for MS  
Teams



# ASC Solutions are Co-Sell Ready



neo Suite in Azure (Single- or multi-tenant)



Skype for Business / Hosted or on-premise



ASC Recording Insights for Microsoft Teams



# ASC Recording Insights for Microsoft Teams



No long, complex implementation time



**1 Minute**

Simple and fast setup, buy and use

Users don't want to learn another user interface



**Familiar**

Teams interface and part of Office 365

Easy access to analytics tools



**Seamless**

Cognitive Services included

Need for compliance recording functionality now



**Trusted**

A solution you can rely on



# Benefits of ASC Recording Insights for MS Teams



Native app within Teams

No 3<sup>rd</sup> party components



Seamless user experience

Hosted in Azure



Easy deployment: click & buy

High available & scalable



User matching via Active Directory

Cognitive Services for analytics



# Need for Compliance Recording

Due to regulations (e.g. MIFID II, Dodd-Frank), a communications platform requires a compliance recording solution to meet the customer requirements in the financial and insurance industry.

ASC ensures legally compliant recording and archiving of all communication channels (voice, screen, video, chat, etc.)



# Fulfilling Compliance Requirements



- Recording control
- Recording, access & replay rules
- Approval process
- Adjustable time to archive recordings
- Conversation save



- Capturing all entire communication
- Internal / external
- Calling, video, meetings, chat, content sharing, etc.



- Import / export of recordings
- Integration in existing customer infrastructures
- Consent to record



- Tenant specific data encryption
- Individual archiving rules
- Selectable Azure regions
- Selectable customer subscriptions for storage

# Data Storage in Azure

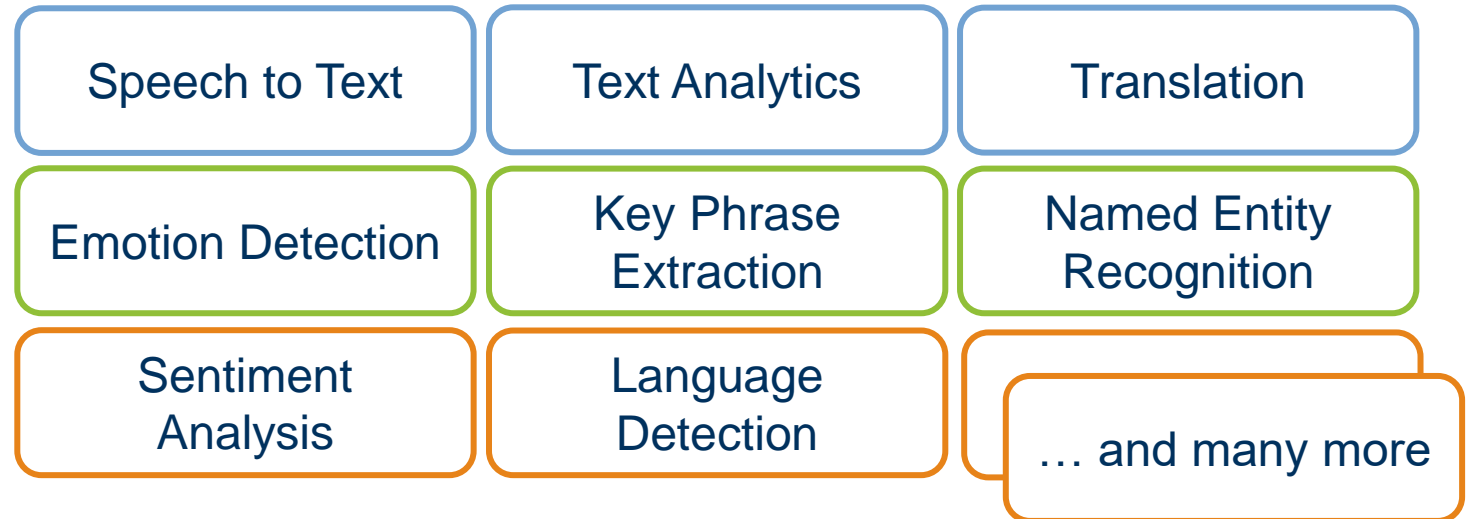
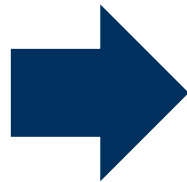
- ✓ Offering comprehensive compliance and resiliency options for customers
  - Blob Storage
  - Data Lake
  - Immutable Blob Storage
- ✓ 54 regions worldwide
- ✓ Available in 140 countries
- ✓ Customer chooses the region where the data will be stored
- ✓ Cognitive Services' data will be also stored in the selected region



# Microsoft Cognitive Services for Analytics



ASC Recording Insights uses Cognitive Services for downstream analysis of communication directly in Teams



40 languages for transcription and 65 languages for translation of the transcript\*

\*as of October 2019; <https://docs.microsoft.com/de-de/azure/cognitive-services/language-support>

# Analytics with Focus on Use Cases



## Quality



- Improving agent skills
- Taboo word spotting
- Quality alerting
- Quality reporting
- Improving FCR

## Efficiency



- Reducing call volume
- Script adherence
- Efficient search
- Speech-to-text

## Experience



- Customer feedback
- Trend spotting
- Preventing customer churn
- Emotion detection

## Sales



- Identify competitive advantages
- Identify sales potential
- Identify sales risks
- Topic detection

## Compliance



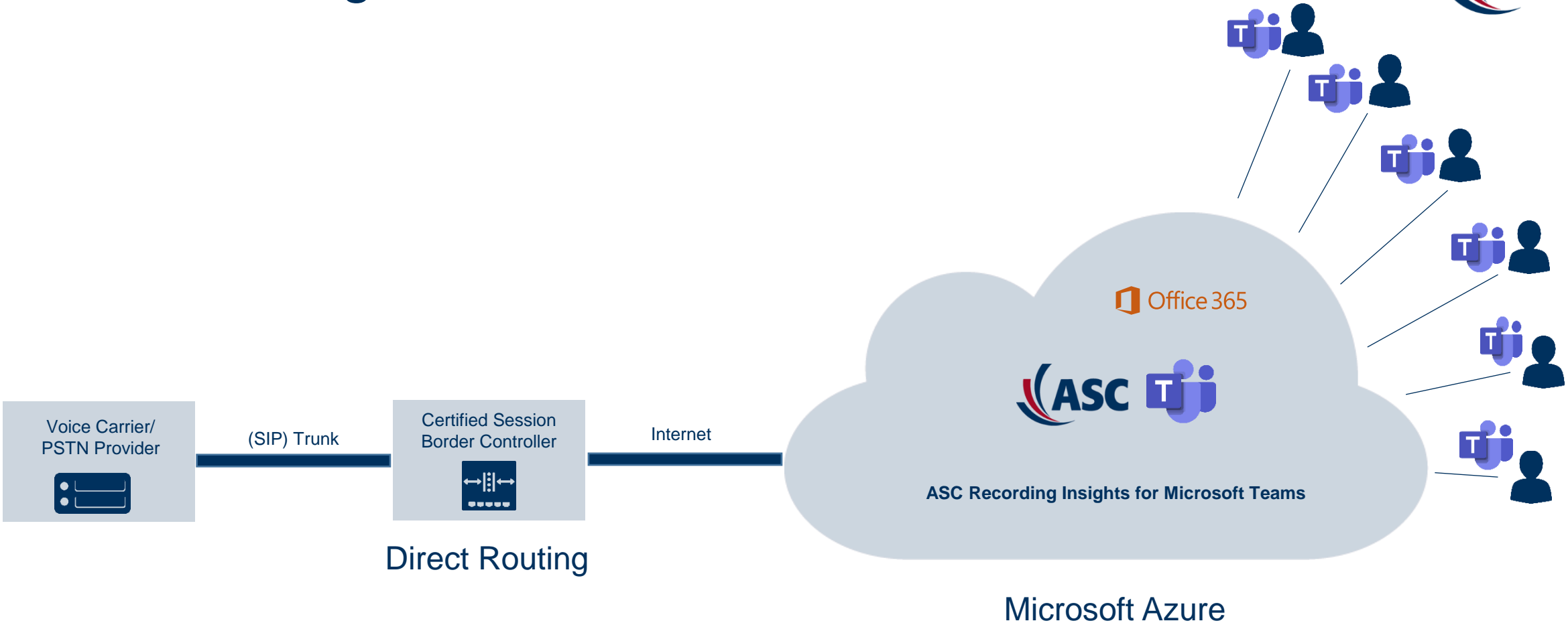
- Compliance phrase spotting
- Auto categorization
- Document consultancy calls
- Risk alerting
- Fraud detection

## Safety



- Threat call alert
- Improved emergency processes
- Relief for the dispatcher
- Fast prioritization

# Direct Routing Architecture





# Whom to Address



Target industry	focus: financial & insurance institutions, but also contact center, government, retail, education, healthcare, etc.
Target market	worldwide
Target customers	from SMB to large enterprises
Key selling points / our story	Compliance Recording & Analytics within Microsoft Teams



# Live Demo

# Appendixes

# ASC Recording Insights Roadmap



## Phase I: Analytics within Teams Launch in Q4

### Analytics of communication

- Comprehensive analytics functions (based on Microsoft's Cognitive Services)
- Uploading recordings (ASC and from other systems)
- Display recordings (on-premise or cloud)
- Search & replay of calls

## Phase II: ASC Compliance Recording & Analytics within Teams

### Compliance recording of Teams communication

- Meetings, screen, chat, video, content
- Internal (Teams) and external (PABX) sessions
- Search & replay of calls
- Recording control (manually start / stop)
- Comprehensive analytics functions (based on Microsoft's Cognitive Services)

*\*based on release of calling API by Microsoft*

# Packages for Analytics (Available in Q4 2019)



### Analytics Base License

- Import of recordings
- Configuration of users
- Search & replay
- Basic reports (not configurable)
- Ability for analytics (add-on required)
  - Speech-to-text
  - Translation
  - Keyword spotting
  - Labelling...

**5GB storage incl.**

**Billing per user per month**

### Add-On Storage

- Additional storage packages per tenant
- 500GB\* categorized in only audio or multi-channel

**Billing per tenant per month**

### Add-On Cognitive Services

- Additional analytics packages per tenant
- 150h\* categorized in speech-to-text, content analysis & video indexer

**Billing per tenant per month**

*\*to be finalized*

# Packages for (Compliance) Recording & Analytics



Smart Recording*	Smart Recording & Analytics*	Compliance Recording*	Compliance* Recording & Analytics
<ul style="list-style-type: none"> <li>Recording</li> <li>User configuration</li> <li>Search &amp; replay</li> <li>Basic reports</li> </ul>	<ul style="list-style-type: none"> <li>Smart Recording</li> </ul> <p><u>In addition:</u></p> <ul style="list-style-type: none"> <li>Cognitive services (S2T, Text analytics)</li> <li>Full reporting possibilities</li> </ul>	<ul style="list-style-type: none"> <li>Compliance recording</li> <li>User configuration (Individual user rights &amp; access management)</li> <li>Search &amp; replay</li> <li>Conversation safe</li> <li>Extended reporting</li> <li>Additional KPI's, creation of on-demand reports</li> </ul>	<ul style="list-style-type: none"> <li>Compliance Recording</li> </ul> <p><u>In addition:</u></p> <ul style="list-style-type: none"> <li>Cognitive services (S2T, Text analytics)</li> <li>Full reporting possibilities</li> </ul>
5GB storage incl.	5GB storage incl.	5GB storage incl.	5GB storage incl.
<p><b>Billing per user per month</b></p> <p>Available add-ons: <b>Storage</b></p>	<p><b>Billing per user per month</b></p> <p>Available add-ons: <b>Storage</b> <b>Cogn. Serv.</b></p>	<p><b>Billing per user per month</b></p> <p>Available add-ons: <b>Storage</b></p>	<p><b>Billing per user per month</b></p> <p>Available add-ons: <b>Storage</b> <b>Cogn. Serv.</b></p>

*\*available upon release of calling API by Microsoft*

# “Sneak Preview”



# Configuration Add User



ASC Recording Insights Dev

Recording Dashboard Upload Settings Info

### Configuration

Users (9) Department (9) Rules (10)

+ Add User Edit

Name	Username	License	Department	Recording Rules
FT Fengler, Tobias	T.Fengler@asc.de	Recording & Analytics		2 years
KS Kirchner, Stefan	S.Kirchner@asc.de	Recording & Analytics		2 years
HK Henkel, Katrin	k.henkel@asc.de	Recording & Analytics		2 years
RR Rösel, Ralf	R.Roesel@asc.de	Recording & Analytics		2 years
CC Comici, Camil	c.comici@asc technologies.com	Recording & Analytics		2 years
VP Voicu, Paul	p.voicu@asc technologies.com	Recording & Analytics		2 years
HA Heinze, Alexander	A.Heinze@asc.de	Recording & Analytics		2 years
GM Göbel, Markus	M.Goebel@asc.de	Recording & Analytics		2 years
FI Ferencz, Izabella	I.Ferencz@asc technologies.com	Recording & Analytics		2 years

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### Add User

Account	Username
danewman	danewman_microsoft.com#EXT#@ascte...
dannyle	dannyle_microsoft.com#EXT#@asctech...
Daurer, Arno	A.Daurer@asc.de
David Nagy	d.nagy_dev.asc.de#EXT#@asctech.onmi...
david.nagy	david.nagy_quinto.io#EXT#@asctech.on...
De Nuccio, Fabio	F.DeNuccio@asc.de
Derbes, Antony	a.derbes@asc technologies.com
Devaud Frédéric	frederic.devaud_swisspro.ch#EXT#@asc...
Dhersin, Antoine	a.dhersin@asc technologies.com
Dolinski, Björn	B.Dolinski@asc technologies.com
Dorlöchter, Tanja	T.Dorloechter@asc.de
Dragomir, Sorin	S.Dragomir@asc technologies.com

Add selected

# Configuration Page



UserInterface x +  
dev-teams.asc-recording.app/rules

## Configuration

Users (16) Rules (9)

+ Add User Edit

Name	Username	Department	Recording Rules	Replay	Access	Analytics	
Caliskan, Tamer	t.caliskan@asc.de		2 years	Replay Own	Administrator	AllInclusive	
ASC-Recording@asc.de	ASC-Recording@asc.de		2 years	Replay Own	Administrator	AllInclusive	
Fengler, Tobias	T.Fengler@asc.de		2 years	Replay All	Administrator	AllInclusive	
Kirchner, Stefan	S.Kirchner@asc.de		2 years	Replay Own	Administrator	AllInclusive	
Ferencz, Izabella	I.Ferencz@asctechnologies.com		2 years	Replay Own	User	Transcript Cantonese	
Henkel, Katrin	k.henkel@asc.de		2 years	Replay Own	User	AllInclusive	
Heinze, Alexander	A.Heinze@asc.de		2 years	Replay Own	Administrator	Transcript Cantonese	
Chan, Patrick	P.Chan@asctechnologies.com		2 years	Replay Own	User	Transcript Cantonese	
Wong, Alfred	alfred.wong@asctechnologies.com		2 years	Replay Own	User	Transcript Cantonese	
Comici, Camil	c.comici@asctechnologies.com		2 years	Replay Own	Administrator	AllInclusive	
Rösel, Ralf	R.Roesel@asc.de		2 years	Replay Own	User	AllInclusive	
Arnold, Britta	B.Arnold@asc.de		2 years	Replay All	Administrator	AllInclusive	
Müller, Ann-Kathrin	ak.mueller@asc.de		2 years	Replay Own	User	AllInclusive	
Göbel, Markus	M.Goebel@asc.de		2 years	Replay Own	User	AllInclusive	
Froschauer, Roland	R.Froschauer@asc.de		2 years	Replay Own	User	AllInclusive	
poc-recording	poc-recording@asc.de		2 years	Replay Own	User	Transcript Cantonese	

[Impressum](#) [Datenschutzerklärung](#)

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# Recording of Chat, Tagging Data and Audio Script



The screenshot displays the ASC Recording Insights Dev web application. The interface includes a navigation sidebar on the left with icons for Aktivität, Chat, Teams, Kalender, Anrufe, and Dateien. The main content area shows a recording titled "FR\_Digital Transformation - Microsoft.mp4" with a video player and a transcript. The recording details include the date (August 13, 2019), start time (12:50:30 PM UTC +00), duration (0:02:21), and language (fr-FR). A sentiment bar is visible below the video player. The transcript is displayed in a list format with speaker labels (S2, S3, S4, S5) and timestamps. The transcript text includes: "L'univers de l'entreprise est en pleine expansion chaque jour l'innovation s'accélère la **technologie** et façon les frontières entre les produits physiques et les expériences virtuelles il s'agit de notre révolution industrielle la rupture et la nouvelle réalité et les possibilités sont illimitées", "il s'agit d'un monde dans lequel les limites ne sont plus les frontières débordant de nouvelles orientations.", "De nouvelles **possibilités** nous sommes des penseurs critiques créatif et axé sur l'émission nous sommes", "des instigateurs qui génère un changement progressif nous faisons naître vos idées et les soutenons tandis que votre croissance prend son envol nous vous donnons les moyens d'accomplir davantage en", "Dies ist ein Vertragsgespräch", and "accélérant la valeur imaginé et réalisé à partir de vos expériences". The interface also features a search bar, a "Translate Transcript" dropdown, and a "Sentiment" bar. The bottom of the screenshot shows the Windows taskbar with various application icons and the system clock displaying 14:02 on 27.08.2019.

# Screenshot Multi Video



ASC DEV ASC Recording Insights Dev

Recording Dashboard Upload Settings Info

Damovo Demo II

Date: September 10, 2019  
Start: 6:25:31 PM UTC +00  
Duration: 0:03:04  
Id: 4c1f0b00-ffff-4f31-a86e-1f78ac1dbb5f  
Language: en-US  
Transcript Language: auto

Tobias Fengler  
Blue Helmet

0:00:00

Sentiment 0:00:00 Neutral

Transcript Label Topics Keywords Notes TTL

Translate Transcript Search Attachments

Tobias Fengler

0:00:14 name is Steven. I would like to **book** a flight.

0:00:18 Hi Steven,

0:00:22 from London Heathrow? OK and when February at 16 on a Tuesday and what is your destination?

0:00:29 I think I will go to Berlin.

0:00:38

Blue Helmet

0:00:10 **Good morning** 123 **trip** over. How can I help you?

0:00:14 Hello my

0:00:19 what airport will you departing

0:00:31 Schoenefeld. Oh, I'm sorry Stephen,

0:00:34 partly only copped **Berlin** Tegel.

# Preview of ASC Shop



## Feature Overview

	Recording	Recording + Analytics	Recording for Compliance	Recording for Compliance + Analytics
Recording	✓	✓	✓	✓
Retention Time Settings	✓	✓	✓	✓
Individual Recording Settings		✓	✓	✓
Visibility & Replay Settings			✓	✓
3 Access & Rights Roles	✓	✓	✓	✓
Individual Access & Rights Settings			✓	✓
Basic Reports	✓	✓	✓	✓
Extended Report functionality		✓	✓	✓
Full Report functionality		✓		✓
Cognitive Services		✓		✓

# Screenshot Shop Packages



ASC Recording Insights Dev

Recording Dashboard Upload Settings Info

ASC Shop

Payment progress

Recording	Recording & Analytics	Compliance Recording	Compliance Recording & Analytics
<ul style="list-style-type: none"><li>Recording</li><li>Retention Time</li><li>User Configuration</li><li>3 Standard Roles</li><li>Search &amp; Replay</li><li>Basic Reports</li></ul>	<ul style="list-style-type: none"><li>Recording</li><li>Retention Time</li><li>User Configuration</li><li>3 Standard Roles</li><li>Search &amp; Replay</li><li>Configurable Analytics Rule per User</li><li>Visualized transcript</li><li>Highlight Keywords</li><li>Categorization on basis of Keywords</li><li>Speech Translation</li><li>Displaying Sentiment</li><li>Key Phrase Extraction</li><li>Named Entity Recognition</li></ul>	<ul style="list-style-type: none"><li>Recording</li><li>Retention Time</li><li>Individual User Configuration</li><li>3 Standard Roles</li><li>+ individual user rights &amp; access management</li><li>Conversation Safe</li><li>Search &amp; Replay</li><li>Audit Logs</li><li>Extended Reporting</li><li>Individual Reporting</li><li>Additional KPI's</li></ul>	<ul style="list-style-type: none"><li>Recording</li><li>Retention Time</li><li>Individual User Configuration</li><li>3 Standard Roles</li><li>+ individual user rights &amp; access management</li><li>Conversation Safe</li><li>Search &amp; Replay</li><li>Audit Logs</li><li>Visualized transcript</li><li>Highlight Keywords</li><li>Categorization on basis of Keywords</li><li>Speech Translation</li><li>Displaying Sentiment</li><li>Key Phrase Extraction</li><li>Named Entity Recognition</li><li>Extended Reporting</li><li>Individual Reporting</li><li>Additional KPI's</li></ul>

Back Next

# Screenshot Shop Contact



ASC Recording Insights Dev

Recording Dashboard Upload Settings Info

ASC Shop

Payment progress

### Your contact details

I am a reseller purchasing on behalf of my customer

E-mail address \*

First name \*

Last name \*

Phone number \*

Partner reference

I accept the [Service Level Agreement](#).

I accept the Service Level Agreement.

### Your Company

Company name

Country



# And then ... ?



Dynamics 365 Sales Insights

Good morning, Kevin

Last 24h | Last 7 days | Last 30 days | This month | Custom

Oct 5, 2019 - Dec 9, 2019

Monday, Dec 9, 2019 | Q2, 48 days left | ACTUAL REVENUE \$313K | OPEN REVENUE \$120K | DEALS-WON \$313K | WIN-RATE 54% | AVG. DEAL SIZE 54%

### What are customers talking about?

Understand what's happening on sales calls, so you can coach your sellers better.

**Tracked keywords 3D printing and Fabrication are trending upward across sales calls**

Tracked keywords can provide insights into what your customers are talking about, which could surface sales opportunities.

**20 sales calls have noticeably higher negative sentiment than average**

Negative sentiment might indicate that customers are expressing pain points, which could present coaching opportunities.

**3 brands have been detected across sales calls**

When customers mention brands, it can surface new competitors and opportunities to update sales strategies.

Source: <https://cloudblogs.microsoft.com/dynamics365/it/2019/07/31/dynamics-365-sales-insights-app-with-conversation-intelligence-generally-available/>

# Please Ask Your Questions

