Why Cloud Call Recording:
Cloud vs. On-Premise Call Recording Comparison

Call recording, or the audio capture of contact center interactions, is a common requirement for quality assurance, historical reference and sometimes legal compliance within the call center. While many organizations would prefer to record every call, the substantial investment required to deploy and maintain an on-premise, enterprise-wide recording solution is often a barrier to that goal.

Enter the Spoken Call Recorder, a cloud-based recording solution that includes automatic 100%, end-to-end call recording with zero infrastructure or licensing costs and full export capabilities. While on-premise offerings were once the only option for organizations seeking audio capture, concerns about integration, cost of deployments, hidden costs and lack of scalability and flexibility have come to the fore in comparison to cloud offerings. And as many organizations have discovered, in a side-by-side comparison, cloud-based solutions such as the Spoken Call Recorder always win.

Why use cloud-based call recording?

1. Selective recording is clunky

To reduce the cost and size of the on-premise deployment, many on-premise providers offer options for selective call recording. A great solution, right? What organizations have discovered is that selective recording solutions are highly dependent on CTI events to trigger the capture process and are oriented towards the agent perspective of an interaction. Because much of the capture process is linked to agent activity, use of these solutions to capture non-agent interactions such as IVR sessions or direct PBX calls are often problematic and complex. Every agent that can potentially be recorded requires a dedicated license, even if no recording actually occurs. Decisions regarding who and what to record must be determined in advance based on observed trends and patterns, often resulting in reactive, clunky and ineffective capture programs.

2. Analytics aren't the same as call recording

Over the past few years, on-premise call recording providers have worked to develop their ability to extract actionable intelligence from unstructured call metadata ("big data") through advanced analytics. Theoretically, this would shift the burden of quality assurance from strictly call recording to big data analysis.

While that data can be useful, keep in mind that your analytics will reflect your capture sample: selective recording delivers incomplete analytics. For a 360-degree view of your data, 100% call recording is essential.

3. Your provider might pass hardware support costs on to you

The addition of media forking capabilities to IP phones and session border controllers has moved much of the on-premise recording profit margin to the equipment manufacturers (e.g. Cisco Media Sense). While this evolution has commoditized the recording platform, it has also added integration layers and complexity to the overall solution. On-premise providers have also moved away from providing the hardware infrastructure required to support their solutions and passed that responsibility—and the cost!—onto their customers.

4. Hardware, storage and licensing aren't included in cost estimates

And here is the recording industry's dirty little secret: the expense associated with on-premise server hardware, SAN/NAS storage, Microsoft Windows and SQL licensing, VMWare and other platform components are *not* typically included in the vendor's pricing. The actual total cost of ownership (TCO) for the full solution is often significantly higher than the costs associated with the provider software. And what's more, on-premise recording providers often increase their "stickiness" by maintaining control of recorded media and metadata even though they are located on customer-provided hardware! To help avoid displacement by other vendors or analytics providers, vendors will often limit export processes and license the tools that enable clients to do so.

5. Cloud-based recording solutions offer transparent pricing, scalability and value

Cloud-based recording solutions like the Spoken Call Recorder circumvent all of the aforementioned challenges. The Spoken Call Recorder was designed to provide the capability and capacity to record *every* interaction. Gone are the days of selected recording, and gone is dependence on computer telephony integration (CTI). With Spoken Call Recorder, every interaction is recorded regardless of the terminating end point or connected agent. Agent, non-agent and IVR interactions are all captured with no additional configuration and without predefined target lists. Additionally, export tools are simple and accessible.

A closer look

Feature	On premise recording	Spoken Call Recorder
ACD/CTI dependence	Heavily dependent	100% independent
End-to-end call recording	Not guaranteed	Automatic

Licensing	Recording and ACD licenses must be purchased for all named agents	No licensing
IVR recording	Requires non-standard configuration	Automatic
Infrastructure investment	4-24 servers per solution	None
Maintenance	Purchaser must provide	Included
DR/Active-active	Requires purchase of duplicate infrastructure	Included
Bandwidth	Requires additional infrastructure	Included
TDM/SIP conversion	Requires additional infrastructure	Included

ACD/CTI dependence On-premise solutions are heavily dependent on ACD CTI integration for triggers and have performance limits based on the number of recording requests delivered per second (CPS). With this limitation, total interaction capture cannot be guaranteed and cannot be used for compliance recording. With Spoken, interaction capture is independent of the ACD provider and does not rely on integration for activation triggers. Every call is recorded every time.

Licensing On-premise solutions require that every named agent have a vendor recording license (not concurrent) and an ACD-related license (TSAPI and Station RTU on Avaya); recorded agents must be listed and lists continually updated and managed or recordings are missed. With Spoken, all calls are recorded, no additional licenses are required and no list management is required.

Configuration On-premise solutions only trigger recording when a call is delivered to an agent, so IVR ports must be configured as agents to record, and non-agent end points have limited metadata. With Spoken, recording is simple: all calls are recorded from start to finish regardless of end point device or agent.

Infrastructure investment On-premise solutions require significant infrastructure investment (4 to 24 servers or more per solution) and customer maintenance responsibilities are shifted to the customer; biannual software updates drive continual hardware upgrade requirements. Spoken's cloud solution requires no up-front infrastructure purchase; maintenance costs are included in the monthly price.

IVR recording On-premise solutions require that the IVR ports be defined as "agents" or configured for packet forking in order to record IVR interactions, so complexity of the configuration and licensing costs increase significantly. With the Spoken solution, recording of IVR interactions is a standard configuration with no additional licensing requirement.

Active-active For other vendors, recording in an active-active configuration requires a complete duplication of recording infrastructure. Redundant CTI integration can result in multiple call recordings, and for true disaster recovery operations, almost every system component must be duplicated in both data centers. Database replication is an ongoing challenge and becomes a maintenance and support issue for the customer-provided hardware and software. With Spoken, active-active recording is incorporated into the core design and does not require additional integration or replication solutions.

Bandwidth With other recording solutions, when IP packet forking is utilized to capture interactions, voice network bandwidth doubles to back-haul the packets to the recording servers. In branch and remote office configurations, additional infrastructure must be added to support the increased load or lower quality recordings must be accepted due to higher compression algorithms. But with Spoken, call recording is part of the core design and does not require any additional bandwidth or network connectivity. Recording continues from the start of the interaction until the caller releases, regardless of where the agent or endpoint might be located.

SIP TDM trunk recording requires different capture servers than IP capture servers. In active-active and disaster recovery scenarios, this further increases the total number of servers and support costs. The Spoken solution converts all voice interactions to SIP as part of the core design. No special configurations are required to support SIP and TDM trunk recording.