

## CASE STUDY - Gulf International Bank, Bahrain



### Gulf International Bank

Gulf International Bank (GIB), a leading merchant bank incorporated in the Kingdom of Bahrain, focuses on serving organizations in the Middle East and Gulf Cooperation Council (GCC) states. With a proven track record spanning more than 30 years, GIB provides client-led, innovative financial products and services to major private-sector corporations, Gulf-based financial institutions, multinational companies active in the region and the governments of the GCC states. The Bank has branches in London, New York, Riyadh, Jeddah, Beirut and Abu Dhabi.

### ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

*"Our previous recording system ate up valuable work hours due to a variety of labor-intensive manual tasks, including hand delivery of tape to remote sites. ASC's ability to automate these functions, especially its remote backup feature, helps to ensure fail-safe operation and gives us the peace of mind we need when even a brief malfunction can affect significant transactions."*

Ebrahim Nedham  
Head of Communications  
Gulf International Bank

## Gulf International Bank Implements ASC's Financial Trading Recording Solution

Gulf International Bank, a leading merchant bank based in Bahrain, needed a communications recording system to preserve conversations and financial transactions among its far flung branches throughout the Middle East and Europe. The solution was needed to record conversations and customer interactions among two groups of 56 traders each.

Previously, the bank had used another system, but it didn't measure up in terms of technical sophistication, reliability and fail-safe operation. The need to hand deliver tapes to remote locations failed to inspire much confidence among the bank's top executives.

As a result, the bank decided to switch to ASC, and its executives were effusive in their praise when describing the difference. They were impressed by the ease of retrieval among a large number of conversations, and immediate bottom-line results in terms of time saved for other more crucial tasks. In addition to technical performance, ASC's nearby Middle East headquarters in Dubai also played a major role in the decision because the bank was ensured of prompt and efficient support.

### The Subsidiary: ASC's Dubai Headquarters

ASC opened a new branch in Dubai, United Arab Emirates, on February 1, 2010, at the Dubai Silicon Oasis, Emirates Ring Road. The local representative office supports increased Middle East business and improves sales in the region by providing superior customer support.

Executives at the ASC branch office in Dubai provide an extensive background in corporate sales in telecommunications and electronics and an excellent knowledge of the region, including experience with some of the largest system integrators in the region. Engineers have achieved advanced degrees in electronics with many years of experience in related fields such as wireless products and satellite systems, in addition to communications recording solutions.

### The Challenge:

#### Financial Recording for Distant Branches

Gulf International Bank desperately needed a call recording solution for the 21st century. Their old system required significant man hours for maintenance and execution of simple functions. With branches throughout the Middle East and Europe, the prominent merchant bank also needed a scalable and flexible system for its Alcatel-Lucent PBX and BT dealing room infrastructure.

The bank needed support for two groups of 56 users each for recording of trading business and treasury extensions. Easy access to conversations and archiving to a remote server were a must.

Due to strict financial trading regulations, and a patchwork of requirements depending on the location of the transaction, the solution chosen needed 100 percent reliability for compliance reasons as well as verification of transactions.

Because of the broad range of requirements for the new system, bank executives were also looking for nearby customer support in case on-site maintenance or adjustments were necessary.

### The Solution:

#### MARATHON EVOLUTION

ASC provided a MARATHON EVOLUTION recording solution with remote backup to an IAS server. The system facilitates rapid search and retrieval and off-line backup for two groups of 56 users each. Conversations are recorded and periodically sent to a remote server for long-term storage. Automated functions were added for a wide variety of task. MARATHON EVOLUTION had to support multiple commands of the Alcatel-Lucent PBX and BT dealing room PBX environments.





We record & analyze communications

## CASE STUDY - Gulf International Bank, Bahrain

MARATHON EVOLUTION, the world's first Linux-based recorder, preserves all transactions and customer interactions for four to thousands of channels, with a minimum online storage of 15,000 hours. Calls may be played back over LAN/WAN connections and archived to redundant, removable media, such as DVD or RDX.

### The Benefits

Ebrahim Needham, Head of Communications at Gulf International Bank, said. "Our previous recording system ate up valuable work hours due to a variety of labor-intensive manual tasks, including hand delivery of tape to remote sites. ASC's ability to automate these functions, especially its remote backup feature, helps to ensure fail-safe operation and gives us the peace of mind we need when even a brief malfunction can affect significant transactions. ASC's unique selling points -- technical sophistication, price and on-site customer support -- put them head and shoulders over the competition."

### Highlights: ASC Recording Solutions

- Multi-site recording on one server with central control
- Easy deployment, configuration and operation
- Fast and efficient searching to save time for other tasks
- Compatibility with company infrastructure and major PBX vendors

### Recording in Financial Institutions - Capture Multimedia-Based Communications

With ASC's solutions, financial institutions can record communications covering all trading activities on all their trading floors in different time zones while using the same guidelines.

ASC offers integrated solutions for all important vendors of trading systems like Avaya, BT, Cisco, IPC, IP-Trade, Mitel, Orange and Siemens. Additional back-office solutions for recording calls from other vendors are available as well.

ASC's communications recording solutions capture, archive and analyze calls, screen activities and related information in accordance with defined security standards.

- ASC's VoIP recording software *EVOip* captures IP-based communications and can be seamlessly integrated into any IT infrastructure or virtual environment.
- *EVOip* can also be combined with the ASC's quality monitoring software *INSPIRATIONpro*, on a shared server. This reduces the complexity of the IT infrastructure and ensures smooth operation and workflow.
- ASC's communications systems, MARATHON EVOLUTION, MARATHON EVOLUTION XXL and MARATHON *EVOlite* provide universal recording for traditional telephony.
- *EVOip* can also be combined with the MARATHON communications recording systems to support either pure IP-based or hybrid architectures enabling recording of VoIP and traditional telephony environments with just one recorder.

Financial institutions with multiple locations can centralize communications recording, data storage and archiving to reduce complexity and meet documentation regulations.

**"ASC's unique selling points - technical sophistication, price and on-site customer support - put them head and shoulders over the competition."**

Ebrahim Needham  
Head of Communications  
Gulf International Bank



#### World Headquarters

ASC telecom AG  
Seibelstrasse 2 - 4  
63768 Hoesbach  
Germany  
Phone +49 6021 5001-0  
Fax +49 6021 5001-310  
E-Mail [hq@asctelecom.com](mailto:hq@asctelecom.com)

#### United Kingdom

ASC telecom UK Ltd.  
1 Stanhope Gate  
Stanhope Road  
Camberley, Surrey  
GU15 3DW  
Phone +44 1276 676070  
Fax +44 1276 685121  
E-Mail [uk@asctelecom.com](mailto:uk@asctelecom.com)

#### France

ASC telecom SAS  
3, Rue Georges Besse  
Silic 10  
92160 Antony Cdx.  
Tel. +33 1 5559 6800  
Fax +33 1 5559 6819  
E-Mail [fr@asctelecom.com](mailto:fr@asctelecom.com)

#### Switzerland

ASC telecom AG  
Gewerbestrasse 6  
6330 Cham  
Tel. +41 41 798 0040  
Fax +41 41 798 0041  
E-Mail [ch@asctelecom.com](mailto:ch@asctelecom.com)

#### Middle East

ASC telecom AG  
Dubai Silicon Oasis  
Emirates Ring Road  
Wing F  
Office 107/2  
Dubai, U.A.E.  
Phone +971 56 6923427  
E-Mail [dubai@asctelecom.com](mailto:dubai@asctelecom.com)

#### North America

ASC telecom L.P.  
1 International Blvd  
Suite 623  
Mahwah, N.J. 07495, USA  
Phone +1 201 252 3001  
Fax +1 201 252 3002  
E-Mail [us@asctelecom.com](mailto:us@asctelecom.com)

#### Japan

ASC Japan Inc.  
NCC Ningyocho Bldg.  
3-7-3 Nihonbashi Ningyocho  
Chuo-ku, Tokyo 103-0013  
Tel. +81 3 5643 7220  
Fax +81 3 5643 7221  
E-Mail [japan@asctelecom.com](mailto:japan@asctelecom.com)

#### Singapore

ASC telecom Singapore Pte. Ltd.  
54 Serangoon North Avenue 4  
#06-90 Cyberhub North  
Singapore 555854  
Tel. +65 6876 5890  
Fax +65 6876 5990  
E-Mail [singapore@asctelecom.com](mailto:singapore@asctelecom.com)

