



We record & analyze communications

## CASE STUDY - Daiwa Capital Markets Europe Ltd., UK

# Daiwa Capital Markets Europe Ltd. Praises ASC for Its IP Recording Capabilities

### Daiwa Capital Markets Europe Ltd.

Daiwa Capital Markets Europe Limited is the wholly owned subsidiary of Daiwa Securities Capital Markets Co Ltd, an investment bank headquartered and regulated in Japan. It is the investment banking arm of Daiwa Securities Group Inc, one of the largest brokerage and banking groups in Japan.



### 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 overriding goal is to provide exceptional service that both exceeds client expectations and maximizes client satisfaction. ASC's call recording solution has become an essential component in helping us meet that goal."**

Gary Xu, Project Manager at Daiwa Capital Markets Europe Ltd.

Daiwa Capital Markets Europe Ltd., an award-winning investment bank headquartered in London, England, implemented ASC's Cisco VoIP communications recording solution for its branches throughout Europe and the Middle East. Company executives praised the new system for its ability to provide one unified solution for all locations, central storage of all recorded calls in London, and the hybrid nature of the system. This flexibility and resilience proved critical when the company decided to upgrade its Geneva location to record outgoing calls to mobile phones.

**The Client:**  
**Daiwa Capital Markets Europe Ltd.**

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Daiwa Capital Markets Europe Ltd. (daiwacm.com) traces its origins back to 1964 when Daiwa Securities opened its first representative office in London. It now operates branches in Paris, Frankfurt, Geneva, Milan, Bahrain and Dubai and a representative office in Moscow, operating across four divisions - Equity, Fixed Income, Derivatives and Debt & Equity Capital Markets.

**The Challenge:**  
**One Flexible Communications Recording Solution for All of Europe and the Middle East**

Daiwa Capital Markets Europe Ltd. needed a call recording solution resilient enough to meet a wide variety of compliance regulations and support capabilities throughout Europe and the Middle East. It had to

be compatible with a Cisco Unified Communications Manager environment in use at all locations and yet be flexible enough to allow for improvements in call recording capabilities.

One recording system was desired for an enterprise-wide solution. It would replace three separate recording systems currently in use, each from a different vendor. In addition, Daiwa Capital Markets Europe Ltd. requested centralized storage of all recorded calls at its London headquarters.

**The Solution:**  
**EVOip for Cisco**



ASC provided an EVOip for Cisco recording system with storage of all calls in London using its Interaction Server solution. The hybrid system provided scalable, resilient and flexible operations at a competitive price. A single recording solution with one server was installed across all European and Middle East branches, and only one support contract was needed from ASC.

EVOip for Cisco records all customer interactions in Cisco environments. It was certified through the Cisco Technology Developer Program and is compatible with any version of the Cisco Unified Communications Manager (UCM). It records encrypted calls, and up to 230 channels can be recorded simultaneously through a single server.

EVOip is entirely software-based and is available for both Linux and Windows operating systems. An optional application runs on the phone's display and functions such as keep/delete, last call repeat and call tagging may be initiated at the touch of a button. The solution works for bulk, rules-based or on-demand recording of internal or external communications, and provides recording at a central location for companies with multiple branches.





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### The Benefits:

Executives at Daiwa Capital Markets Europe Ltd. praised the system for meeting and exceeding all their requirements. They were especially pleased with the flexibility of the solution, seamless integration with Cisco and central storage capacity.

In fact, after installation, the company decided to upgrade its Geneva location to record outgoing calls to mobile phones, and ASC's recording solution was expanded to provide this capability in a very cost-effective manner.

Gary Xu, Project Manager at Daiwa Capital Markets Europe Ltd. said, "Our overriding goal is to provide exceptional service that both exceeds client expectations and maximizes client satisfaction. ASC's communications recording solution has become an essential component in helping us meet that goal."

Today, Daiwa Capital Markets Europe Ltd. uses ASC's recording solution for over 150 users at eight locations.

### Highlights: ASC IP Recording Solution

- One recording solution for multiple branches
- Integrated for all major PBX environments
- Centralized storage at company headquarters
- Flexible and scaleable operations
- Recording for any purpose: compliance, verification of transactions, quality management, etc.
- One server and one contract for the entire enterprise



### About ASC telecom AG

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ASC subsidiaries and sales offices in Great Britain, France, Switzerland, Poland, Middle East, North America, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Innovative voice recording systems from ASC help financial institutions with many tasks and guarantee reliability, flexibility and fast access to their data.

Through evidential communications recording, financial institutions protect themselves against unjustified claims for damages. Documenting phone transactions is indispensable for contemporary risk management.

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

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