



We record & analyze communications

## CASE STUDY - Tradition Financial Services, UK



### Traditional Financial Services

Founded in 1985, Tradition Financial Services (TFS) is a market leader in the brokering of financial and non-financial products. With offices worldwide, the company covers currency options, equity derivatives, freight, precious metals, energy, property derivatives and pulp & paper markets.

### 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.

**„Shortly after installation of the upgrade in early 2008, EVOip operates seamlessly in our Cisco environment, and as a software-only system, it saved us from purchasing a costly infrastructure that would become obsolete in just a few years. We especially appreciate the solution's flexibility for both expansion and our rather diverse needs.“**

(Tony Wells  
Head of IT Support of TFS)

## Tradition Financial Services Chooses ASC for its new London Headquarters

Tradition Financial Services (TFS), a major financial-services broker, recently moved its London headquarters to a new location resulting in an increased demand for recording back-office telephony in a Cisco Call Manager environment. The growing firm upgraded an original ASC MARATHON EVOlite system with 32 concurrent licenses to full EVOip with 120 licenses.

### The Client: Tradition Financial Services

Founded in 1985, Tradition Financial Services is one of the world's largest inter-dealer brokers in over-the-counter financial and commodity related products.

Represented in 24 countries, with approximately 3,000 institutional clients, TFS employs 2,200 people globally. Its parent company, Compagnie Financière Tradition (CFT), is listed on the Swiss stock exchange.

### The Challenge: Voice over IP Recording in a Cisco Environment

TFS needed a solution to record back-office staff in a financial-trading environment as well as external calls placed on Cisco Call Manager IP phones. They had installed a lite version of ASC's EVOip in November 2006 and now needed a second-generation solution with maximum reliability and scalability for their growing needs. Compatibility with Cisco Call Manager, version 4.1, was a must.

TFS decided to re-evaluate the solutions on the market and examined systems offered by some of ASC's major competitors. ASC already ticked all the boxes for functionality with Cisco integration and TFS found that none of the competitors could equal this performance or offer better value-for-money. Therefore the company decided to expand its ASC solution.

### TFS chose the full EVOip for Cisco for several reasons.

ASC had provided excellent support for its London office via its UK subsidiary, ASC telecom UK, and its Qualified Partner, Business Systems. ASC had also successfully implemented an ASC recording solution for the Etrali dealerboard at TFS in the Middle East. The product was available as a software only solution; the price was competitive; and the integration with Cisco had been rigorously tested by the Cisco Technology Developer Partner Program.

EVOip for Cisco can record up to 230 channels simultaneously through a single server, thus leaving plenty of room for future growth. The solution works for both internal and external communications, another key requirement for TFS, and it provides multiple search-and-replay applications with access available over the Web or by dialing a dedicated phone number.

TFS currently needed a passive solution, but active solutions are available as well for both Windows and Linux operating systems. EVOip for Cisco provides bulk, rules-based or on-demand recording as well as recording at a central location for companies with multiple branches

### The Benefits:

Shortly after installation of the upgrade in early 2008, Tony Wells, Head of IT Support of TFS, said, "EVOip operates seamlessly in our Cisco environment, and as a software-only system, it saved us from purchasing a costly infrastructure that would become obsolete in just a few years. We especially appreciate the solution's flexibility for both expansion and our rather diverse needs."





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### Highlights:

#### Cisco Technology Developer Program:



The program ensures that members' products and technologies have verified interoperability, adhere to strict standards, and offer exciting new capabilities for Cisco joint customers. It ensures that members hold leadership

positions in their particular market segments. Members' products showcase the innovations made possible through collaboration with Cisco.

The Cisco Technology Developer Program sets criteria for interoperability testing and enables leading product and services firms to deploy innovative business solutions. The program provides enterprise customers with information regarding Cisco partner products and services that the Cisco Technology Developer Program partner believes meet the program's criteria for interoperability with Cisco networking technology.

IP telephony partner solutions complement and extend Cisco solutions with business applications that improve customer care, lower costs, and increase workforce productivity. These solutions include call accounting and billing, call processing, unified messaging, e-collaboration, and multimedia customer interaction.

#### ASC Distributor: Business Systems

Business Systems is acknowledged as Great Britain's largest and most established independent call recording specialist.

Founded in 1988 to service London's financial institutions, the company has built an impressive reputation for implementing complex projects on time, and its clients include The Bank of England, Citibank and ING.



#### ASC telecom UK Ltd

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications. With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC telecom UK Ltd. is the local branch office in the UK based in Camberley, Surrey.

#### Highlights: VoIP Recording for Cisco with EVOip Server Software

- Up to 230 channels recorded simultaneously through a single server;
- Active or passive solutions for either Windows or Linux;
- Archiving to Network Attached Storage without the need for additional licencing or servers;
- Bulk, rules-based or on-demand recording for internal and external communications;
- Recording at a central location for companies with multiple branches.



### TFS reasons to choose ASC

- **Excellent support from ASC telecom UK and it's partner Business Systems**
- **Already successful implementation of an ASC recording solution for the Etrali dealerboard at TFS in the Middle East**
- **Software only solution with a competitive price**
- **Tested and certified Integration for Cisco**



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