



# Shadow CMS All-In-One Analytics Battlecard

## Use Case – Shadow CMS All-In-One Analytics

The success of any business is directly dependent on the effectiveness of its collaboration network. As the number of endpoints per user trends upwards it has become increasingly more difficult for managers to get a handle on their communication ecosystem. Customers are seeking better management tools to measure performance, manage resources and correct bottlenecks. New federal eDiscovery regulations are forcing companies to ensure that a historical repository of communication transactions is readily available for a legal or forensic audit. The harvesting of communication metrics from communication servers / cloud or traditional PBX environments helps businesses make informed decisions about the security and health of their facilities.

Shadow CMS All-In-One Analytics by RSI seamlessly consolidates transactional and cumulative data in one centralized solution on the desktop or in the cloud for real time availability anywhere, anytime.

**Key Verticals:** Solution applies to all verticals with Health Care, Professional, Government, Retail and Hospitality as the top adopters

**What to look for:** Customers with heavy reliance Collaboration for business operation which necessitates monitoring, measurement and management.

**Who to call:** IT Managers, Comptrollers, Accountants, Operations Managers, Collaboration/Voice/Call Center Managers

## Why RSI

### RSI Advantage



RSI offers independently compatibility tested, 24/7 supported, affordable, cross-platform, **total unified communication management solution** available on the desktop or in the cloud.

RSI has unrivalled post sales customer support with turnkey installation and training

RSI includes more features out of the box including custom report builder, unified communication hub, cradle-to-grave (*including UCCX and Native Queuing metrics*)

### Business Objectives

**Control** costs

**Improve** the Customer Service Experience

**Provide** an audit trail of communications

**Simplify** the Reporting Experience

**Empower** Productivity

## Common Barriers to Success

### Key Benefits

- Deployable on the desktop or in the cloud
- Scalable from small office to multi-location enterprise
- Multi-vendor tested ensuring seamless operation in hybrid environments
- Highlights system hacks and bottlenecks for greater security
- Reduces misuse and billing irregularities through systematic reconciliation
- Retains historical data to meet compliance standards
- Real time and historical analytics monitor network performance and customer interaction
- Instant ROI

## Key Benefits

## Value to the End User

## Questions to Ask

**Deployable** on the desktop or in the cloud

**Scalable** from small office to multi-location enterprise

**Multi-vendor** tested ensuring seamless operation in hybrid environments

**Highlights** system hacks and bottlenecks for greater security

**Real time** and historical analytics monitor network performance and customer interaction

**Instant ROI**

**Reduces** misuse and billing irregularities through systematic reconciliation

**Retains** historical data to meet compliance standards

**Tight** integration and compatibility assurance

**Analyze** network performance and adopt sensible migration strategies

**Identifies** adoption of new facilities, collaboration tools and endpoints

**Do** you have a need to cost your calls for budgeting or bill-back purposes?

**Are** you meeting corporate standards for customer interaction?

**Do** you have enough bandwidth during peak times?

**How** do you currently gauge employee productivity? Are your call centers appropriately staffed?

**Are** you prepared for an eDiscovery request for information?

## Key Features

**Ad Hoc Reporting and Event Notification** – User defined triggers offer real time event notification to email, desktop, SMS or mobile app

**Reporting Capabilities** - Over 120 pre-canned reports to identify system hacks, bandwidth usage, misuse/abuse

**Call Costing** - Reduces misuse and billing irregularities through systematic reconciliation

**Compliance** - Retains historical data to meet compliance standards

**Real Time Proactive Analysis** – Monitor agent/group activity as it happens and be notified of irregularities

**Historical Call Center Reporting** - Analyze historical hunt group/agent/queue/workgroup activity to get a grip on call center performance.

**Unified Management of Communications Facilities** - Enables organizations to unify communication facilities under one umbrella and consolidate communication metrics (inc. call accounting, call center and traffic) to effectively manage their entire ecosystem.

**Built-in Automation** – The job scheduler provides automated reports, network analysis and fraud protection, which can be set to record when certain triggers or criteria defined by the business have occurred to help curb network misuse, abuse and system hacks.

## Overcoming Objections

**“We have an old phone system/PBX and aren’t investing in a reporting solution until we replace it.”**

Shadow CMS is a cross-platform solution which is compatible with all the major phone system manufacturers. As long as the customer is under an active maintenance contract it is a matter of changing drivers to ensure uninterrupted reporting and protecting the customer’s investment into their reporting solution.

**“We don’t need to bill-back calls.”**

While there may not be a need to bill back for call costs, Shadow CMS can provide metrics above and beyond just the basic incoming and outgoing calls and how much they cost. With cradle-to-grave reporting, customers can understand the call flows, identify bottlenecks, and better understand the customer service experience as calls come into their system. There is also the ability to gauge employee productivity, and provide an audit trail of call history and usage. Shadow CMS can also assist customers in understanding the adoption rates of collaboration tools and licenses being provided along with new system sales etc.

**“Our call center is small and we don’t need a full blown call center solution.”**

Shadow CMS provides a cost-effective, aggressively priced solution which provides call center metrics and analytics on the queuing capabilities natively available on different phone systems including Avaya IP Office hunt groups, ShoreTel work groups and Cisco UCM hunt pilots. For customers with basic queuing requirements, by bundling RSI reporting with the queuing capabilities of the phone system themselves customers are provided with a low-cost alternative which also gives them the analytics to properly monitor and manage their customer service experience without breaking the bank.

## Next Steps – Contact Resource Software International Ltd. (RSI)

- Primary Liaisons / Channel Care Managers assigned to you to assist in quotes, RFPs and customer presentations.
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- RSI works with key resellers around the world. Visit our website [www.telecost.com](http://www.telecost.com) for more details.