

Dubber pursues commercial agreements with telcos, signs Macquarie to pilot

18 February 2016 By **Peter Dinham**

Australian-listed call recording service for telcos, Dubber (ASX:DUB) says it is working on securing commercial agreements with several Australian telecommunication providers and has set customer acquisition as its key target for 2016.

In its latest market activity report to shareholders, Dubber says its November 2015 \$5.7 million capital raising enables it to expand its business internationally, initially in the UK & Europe.

Beyond the Australian market, Dubber says it is also working on commercial agreements with UK, European, Asian and telecommunication providers, and expanding distribution channels in UK & Europe.

“The opportunity is to grow our commercial interests during this calendar year, and having secured the requisite funding, Dubber has taken significant steps towards assembling the necessary team accordingly,” said Dubber managing director, Steve McGovern.

On Wednesday Dubber announced that Macquarie Telecom in conjunction Master Distributer GoCloudIT, have signed a Memorandum of Understanding enabling Macquarie to pilot the Dubber platform with their customers for a 60 day period.

McGovern said that under the MoU, a wholesale agreement will be prioritised, enabling Macquarie to deliver “innovative cloud based call recording ‘As a Service’ to its Corporate and Government customers”.

“Macquarie is a unique and important player in the Australian Telecommunications market in that they provide services predominately to Corporate and Government customers. These are areas in which the Dubber platform can be the catalyst for creative solutions and add significant value,” McGovern said.

“The ability to capture voice data on a large scale and keep it live and available, opens up new opportunities for businesses to better manage their customer

relationships.

“Given Dubber’s deployment advantage, the parties have decided to connect Macquarie customers under the framework of a pilot whilst the wholesale agreement terms are completed, thereby speeding up the overall procurement process. The initial focus will be in the call centre, financial services and IT sectors where Macquarie are particularly strong.”

According to McGovern, Dubber’s Cloud Call Recording as a Service is a “unique offering” in the market place and the company has a goal of achieving a minimum of 20 telecommunication partner agreements by the end of calendar year 2016.

“Achievement of this goal, whilst augmenting with direct business customers in Australia, would see Dubber achieve significant market penetration.”

On Wednesday, Dubber announced the appointment of Simon Raynor as Cloud Architect to liaise with the technical and product teams of its telco customers to manage the connectivity and productisation of the Dubber service in both its production and ‘Dubber Labs for Broadworks’ environments.

Prior to his appointment, Raynor was Unified Communications Product Manager for Commander, part of the M2 Telecommunications Group.

<http://www.itwire.com/it-industry-news/telecoms-and-nbn/71510-dubber-pursues-commercial-agreements-with-telcos-signs-macquarie-to-pilot.html>