



Dubber Brings Integrated Call Recording to North American Market

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Dubber, a provider of cloud-based Unified Communications (UC) services, recently launched its call recording service in the North American market with the announcement of BluIP as its first telco customer in the region.

Dubber is used to connect and integrate call recordings, making it easier to extract value from them, and can be implemented into an existing telephony system or enabled through a participating service provider. Furthermore, Dubber can realize the potential of existing call recordings by providing tools to search, analyze and share them as well as connect them directly into customer relationship management (CRM) or workforce optimization (WFO) software or other business system.

BluIP, a company specializing in cloud-based voice technology will use the Dubber platform to provide call recording capabilities for its 2,000 current recording subscribers as well as an on-demand recording option for an additional 30,000 users (limited to a 12 month initial term). Furthermore, the company took advantage of Dubber's application programming interface (API) to fully integrate its Redial.io application — a Google Chrome extension-based platform that provides communications software provider Broadsoft with a wide range of useful telephony features and services — with complete testing and productization.

By confidently expanding into the North American market, Dubber is well on its way to its goal of becoming the “global backbone of communication recording for all telcos globally,” especially after the recent successes of a new contract with a major Australian bank and the release of its call recording/audio asset management platform into several European markets.

“The platform can power value added service providers and competitors, who can look to replace their existing legacy solution with Dubber as the core

recording platform on which to overlay their proprietary functionality,” explained Steve McGovern, Managing Director of Dubber. “[Though] the monthly unlimited ‘Business’ subscription remains the template for standard recording users, we can also tailor our pricing to specific end user requirements, ensuring that we fast track acquisition rates of new customers whilst maximising our own margins.”

The 12-month contract with BluIP reflects the growing potential of Dubber as a reliable industry-leading source of comprehensive call recording capabilities. It also extends the company’s relationship with Broadsoft and Broadsoft service providers. The unique, intuitive user experience and capabilities of this product are a vital asset for any company that would benefit from access to its inbound and outbound voice communications.

<http://call-recording.tmcnet.com/topics/call-recording/articles/412794-dubber-brings-integrated-call-recording-north-american-market.htm>