Dubber Lab Allows Easy Setup of Cloud Call Recording

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Dubber Corporation Limited, a Melbourne, Australia-based call recording technology company, recently released its Dubber Lab call recording environment. With Dubber Lab, businesses can quickly setup call recording without requiring a massive hardware outlay or additional software.

Telecoms and service providers are the target market for the Dubber platform. Through 'preferred telephony partner' relationships with Dubber, the platform is already installed at the provider's facilities. Customers can contact the provider to turn on the recording service and begin recording calls shortly thereafter. It can be integrated with CRM and PBX environments and configured to work with recordings created before migration to Dubber.

As the 'Lab' part of the name suggests, the platform can be set up for providers in a testing and evaluation environment free of charge. Upon successful testing, the platform can be moved to a production environment, and at that point becomes a fee-based service.

Cloud-based call recording itself is nothing unique. Companies like Vocalcom offer cloud recording with systems like Avaya, Cisco, or Mitel and integrate with the leading CRM solutions.

Where Dubber seems to stand out is that it does not require the customer to have such expensive phone platforms, nor is there any software to be installed at the customer's site. It is basically another service provided by the telecom.

Dubber opens the market for phone campaigns of limited duration. Calls for seasonal business, political campaigns, and special events are some of the many uses that would benefit from its ease of setup and removal.

More importantly, Dubber also opens up the cloud call recording market to SMBs. These companies can continue to benefit from their existing communication investments; have many of the benefits of a high-end cloud recording system, including search and retrieval, and CRM integration; but without having to pay enterprise-level costs.

According to Australian site *ARNNet,* Dubber already has numerous telecoms that want to try out the Dubber Lab. This has the potential to make their call recording platform available globally and could change how many businesses record phone calls.

http://call-recording.tmcnet.com/topics/call-recording/articles/406760-dubber-lab-allows-easy-setup-cloud-call-recording.htm

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