

Dubber Plots Global Expansion Following Big Funding Round

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Money can't buy happiness, but few things actually get accomplished without it. That's a point recently underscored by a successful funding round by [Dubber](#), a firm that specializes in call recording tools. With \$5.7 million recently raised in a fundraising effort, Dubber now turns its gaze from native market Australia to expand into the wider world.

Dubber's first targets following the funding, reports suggest, are the United States and European markets, markets that Dubber has already been trying to establish a presence in. Earlier this month, Dubber managed to land a connection with BluIP, a Broadsoft service provider. This move brings Dubber service to not only 2,000 current recording subscribers, but also as an option to another 30,000 users on an on-demand basis at a 12-month initial term.

The new funding was brought in over two stages: the first, representing \$3.9 million in funds, completed as part of the company's own capacity to issue new shares. The remaining \$1.8 million, meanwhile, will be raised as part of a shareholder approval initiative during the company's upcoming meeting in Melbourne. The placement offer was successful, however, as noted by Dubber's managing director Steve McGovern, and was considered "hugely oversubscribed," so it should work out well in the end.

Dubber managed to bring in some fairly big names, including Tony Gandel and the Thorney Investment Group, in on the deal, and with good reason. Dubber was already aware that call recording capability was a requirement in certain sectors, and that gave it a significant market going in. This wasn't its only market, of course, but having a potential market to sell to right from the word go likely helped draw interest from the fundraising providers.

Call recording is well known as a powerful tool in the market, sufficiently so that there are laws governing its use. Some of these laws require some market segments like healthcare and finance to have call recording mechanisms on hand, and this gives services like Dubber a hand up in the field. Some laws only allow other market segments, like retail or the like, to have call recording systems under certain conditions.

Yet having call recording tools is valuable for these businesses as a way of driving better training, better customer service, and even providing some grade of protection against potential lawsuits from disgruntled customers. Dubber can likewise reach these sources to provide that level of call recording service.

Whether the company is required to have call recording by law, or is simply permitted to have it, Dubber has a lot of potential buyers coming into the European and United States markets. It's therefore in a good position to take advantage of that demand, and thanks to a substantial investment behind it, it should ultimately have the tools necessary to make the most out of the demand on hand.

<http://call-recording.tmcnet.com/topics/call-recording/articles/413296-dubber-plots-global-expansion-following-big-funding-round.htm>