

CallAnalyst Traffic Analysis



TriVium Systems is the developer of CallAnalyst, the industry's leading call management and call analysis software solution. CallAnalyst's Traffic Analysis offers access to, and analysis of important information such as call traffic, call success rate and can help identify expensive or inefficient usage of capacity based on real call data. TriVium's products have been implemented in more than 4,000 enterprises, including call centers, law offices and financial institutions.

Traffic Analysis, a powerful tool within CallAnalyst, provides your company with the ability to analyze specified call histories to maximize resource distribution. Using Traffic Analysis gives you access to tools such as customized reports to graphically view phone usage, What-If analysis, and detailed call traffic statistics for a specified time period.

- Graphically view inbound, outbound or all calls over a user specified period of time, up to two months.
- Analyze phone usage by department or group and peak phone usage times.
- Determine the customer call success rate based on a number of circuits available, or vice versa.
- Assess bandwidth requirements for VoIP deployments.
- Maximize return on investment (ROI) via resource allocation/re-allocation

Return on Investment:

Traffic Analysis gives your company an opportunity for a greater return on investment through resource allocation, determination of phone circuits and call success rate and mapping peak traffic times. Using Traffic Analysis, your company can optimize and maximize the use of its current infrastructure capabilities, cutting your costs. Phone line costs can be very high but using Traffic Analysis can increase your revenues and lower your costs by eliminating unused trunk capacity.

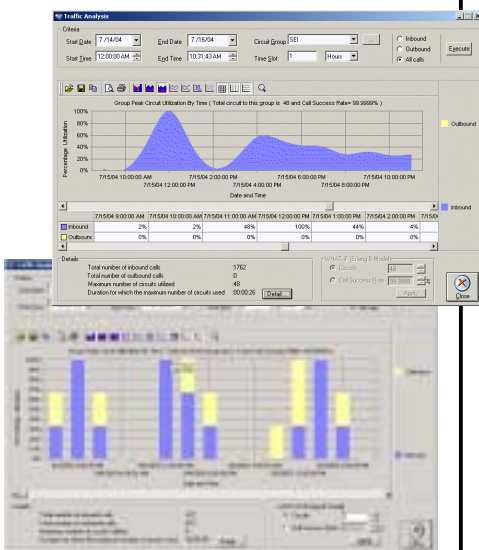
For example, the cost for a full T1 line can be up to \$800 per month. Traffic Analysis reports times of maximum usage throughout any time period requested. Take for example a company that uses the full capacity of the T1 line, 24 lines, for only 30 minutes per month, using only half capacity otherwise. Assuming \$400 extra capacity per month:

$$\$400/\text{month over capacity} / 30 \text{ minutes/month} = \$13.33/\text{minute}$$

In this example, this company uses its full T1 capacity at a cost of \$13.33 per minute. Cutting the company's phone capacity in half, to 12 lines, can save approximately \$400 per month. Using Traffic Analysis, unused capacity problems can be discovered immediately resulting in significant cost savings.

$$\$400/\text{month} \times 12 \text{ months} = \$4,800/\text{year}$$

Mapping peak traffic times and allocating resources can boost revenues by scheduling employees to handle increased traffic and meeting department needs, allowing more customers to be served.



Traffic Analysis – by call traffic

Start Time	Duration
6/3/04 9:48:00 AM	00:00:06
6/4/04 11:43:00 AM	00:00:06

WHAT-IF (Erlang-B Model)

Circuits

Call Success Rate %



Calls by account code

View Phone Usage:

Leveraging CallAnalyst's graphical interface, Traffic Analysis plots specified call histories in easy to read graphs. These graphs can be easily tailored to the users specific needs and can be easily changed from one form to another with the click of the mouse.

Viewing phone traffic graphically allows managers to easily and quickly spot trends in peak calling times or peak department usage. Realization of these trends gives the opportunity to allocate new resources to meet these needs, or re-allocate current resources to accommodate them.

What-If Analysis:

A very powerful tool within Traffic Analysis, What-If analysis allows managers to change circuit or call success rate parameters to determine what the optimal set-up for the company will be. Using the scientific Erlang B model, call success rates can be altered to determine the circuits needed to achieve that rate, or circuit availability can be altered to determine the call success rate that can be achieved.

The use of What-If analysis can generate an optimal combination of circuits needed and customer call success rates without having to experiment in real time. This equates to maximum cost savings and ROI as your phone system will be running at optimal levels.

Detailed Statistics:

A detailed breakdown of call statistics is another tool that gives managers concrete numbers to grasp the number of calls, circuit utilization and times of maximum circuit utilization. These numbers equate to better projections of future needs, calls, and traffic with evidence to substantiate those projections. Also, it becomes a real handy tool for bandwidth assessments for VoIP implementations.

Traffic Analysis module is available with CallAnalyst Enterprise Server (ES). For further details, or to download a free trial of CallAnalyst, please visit www.triviumsys.com



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