# SIP Prints Talks Thinking Ahead in Call Recording

*By Juliana Kenny*

Checking out what SIP Print (News - Alert) is developing is always an exciting opportunity for this reporter, and at the ITEXPO West 2011 show in Austin, TX last month, I got to check out the latest from the company and to talk about it first hand with CTO, Jonathan Fuld.

In an interview, Fuld told me that SIP Print has "developed an ACD recording system. Essentially what that does is take live data, report it in real time, and we've made it a web-based interface so anybody can see it in real time."

No one had developed an ACD recording system for the small- to medium-sized business until SIP Print showed up to the scene, and it's now available for the guys with the "little call centers."

Traditionally, the larger organizations had access to the "whole menu" of call recording solutions while SMBs did not. "We think the SMB is the backbone of America," Fuld noted, "and we wanted to offer that spectrum of businesses the ability to have access to an ACD recording system because what you're finding is that many of these companies have their own little call centers. They have their ACDs, but they have no way to see where that information is coming from, how long are people on hold, or how many agents they have tied up."

That product isn't the only exciting development from SIP Print, though. Fuld told me that the company has been "asked to compete with some of the major traditional old firm recording companies." The company's SIP-based solutions attract customers of all sizes these days, and SIP Print is officially looking into working with enterprises.

Fuld also mentioned that they are moving into local exchange carriers. "These ITSPs are doing remote telephony, and their customers are telling them that they want them to record their

calls," who then turn to SIP Print for SIP-based recording solutions.

Juliana Kenny graduated from the University of Connecticut with a double degree in English and French. After managing a small company for two years, she joined TMC (News - Alert) as a Web Editor for TMCnet. Juliana currently focuses on the call center and CRM industries, but she also writes about cloud telephony and network gear including softswitches.