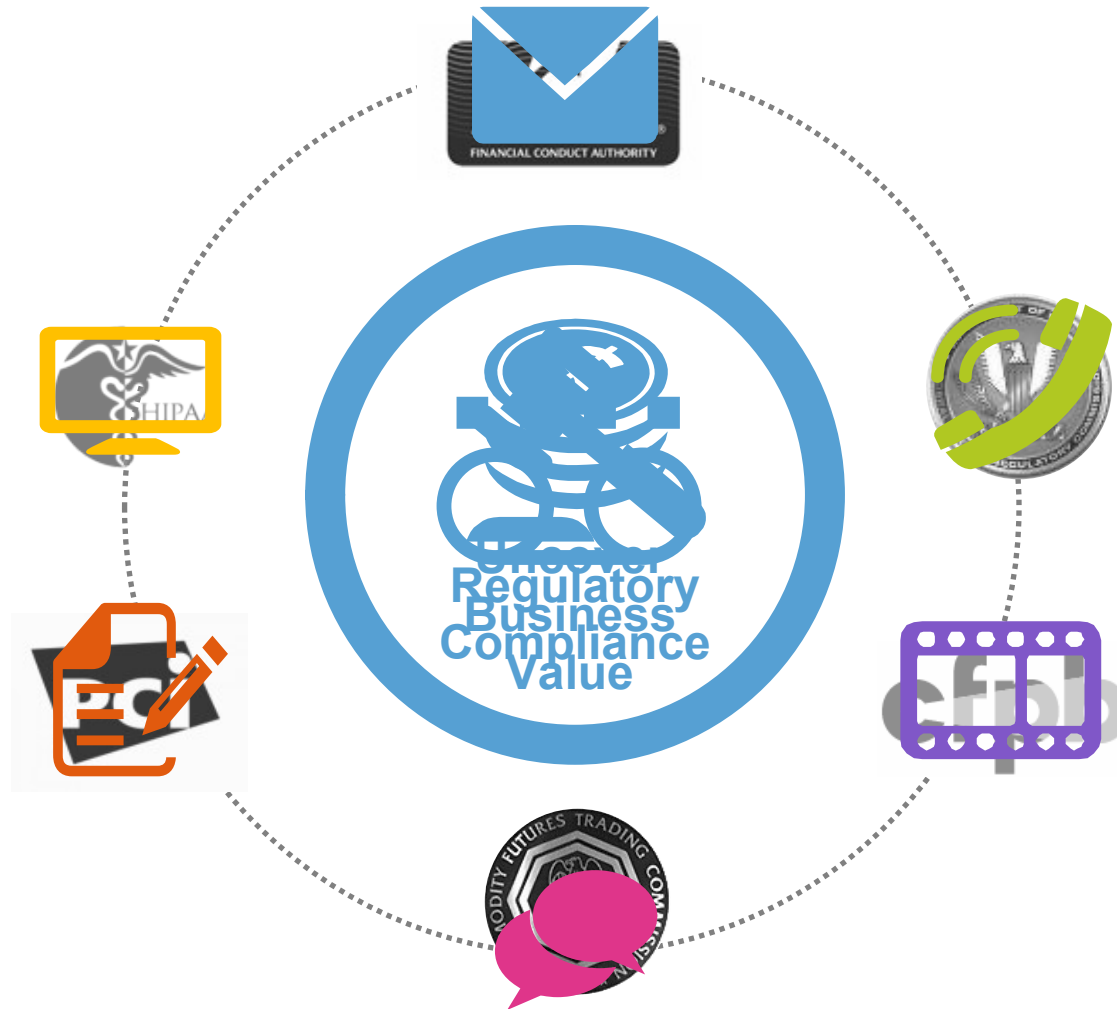




NICE AIR & ENGAGE PLATFORM

Value Proposition

In the New Compliance Arena - Is Recording Required?



You Ask Yourself These Questions...

Can I be sure that all the required interactions got recorded?

How easy it is to maintain the system?

Can I record multiple channels?

Am I complied with the latest PCI-DSS?

How can I optimally use my server hardware and reduce TCO?

How to prevent system failures?

Can I deploy Real-Time applications?

Who can replay the interactions?

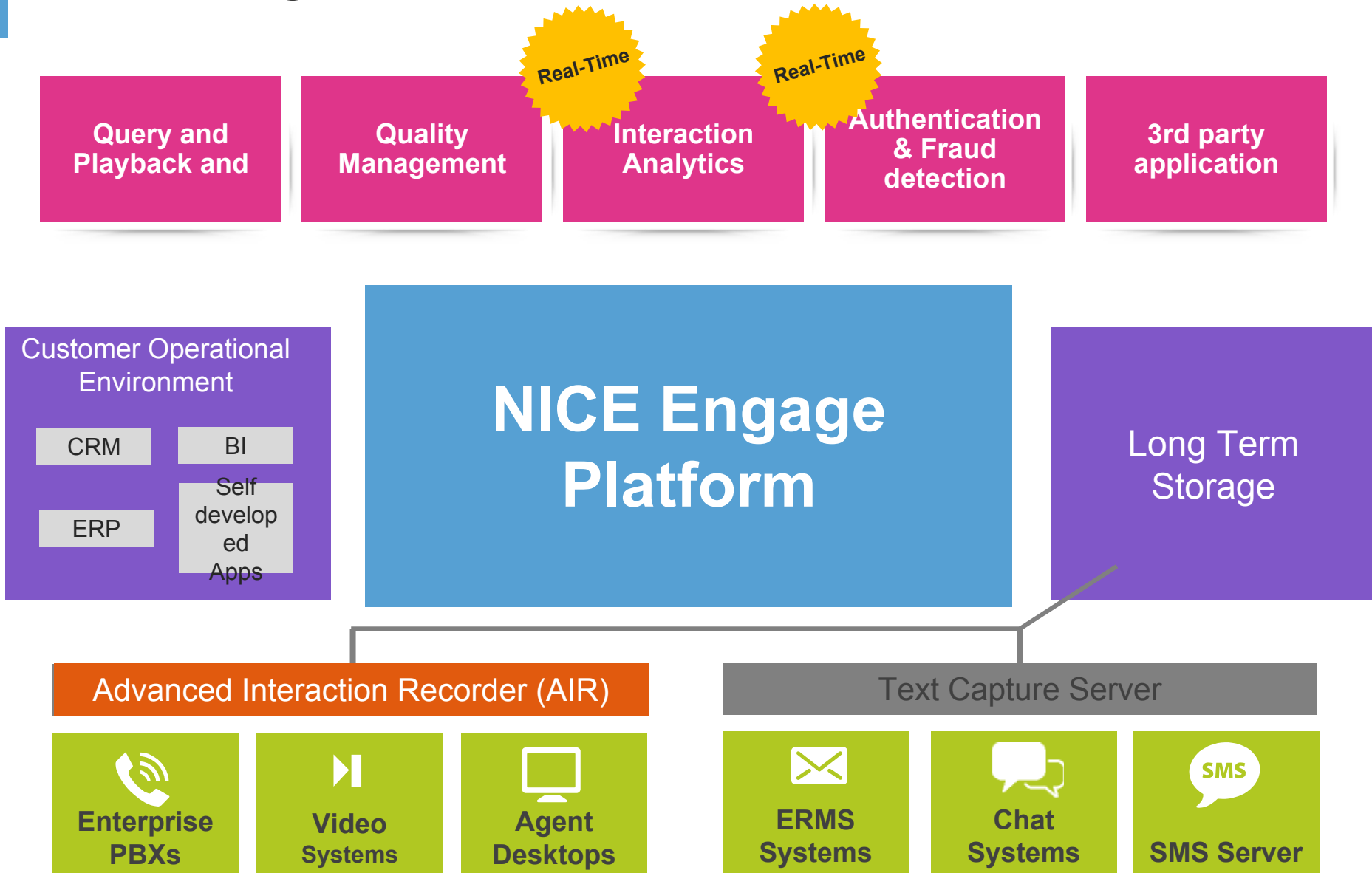
NICE AIR and Engage platform

Is the industry leading multi-channel recording and interaction management platform which helps organizations comply with the strictest regulations and extract business value from every customer interaction



HIGH scale LOW effort
with Smarter IT Footprint

Recording In The ~~REAL~~-Channel World



The 4 Foundations of NICE Engage Platform



**Minimized IT
Footprint and
Higher Scale**



**Next Generation
Business
Continuity**

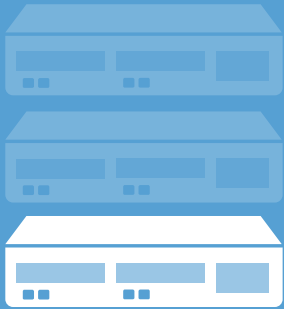


**Simplified
System
Management**



**Redefined
Compliance
Recording**

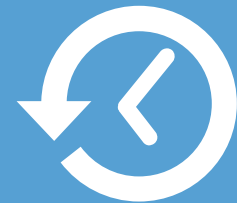
Minimized IT Footprint and Higher Scale



**Reduce Your
Server Count**



Gain More Power



**Build Real-Time
Foundations**

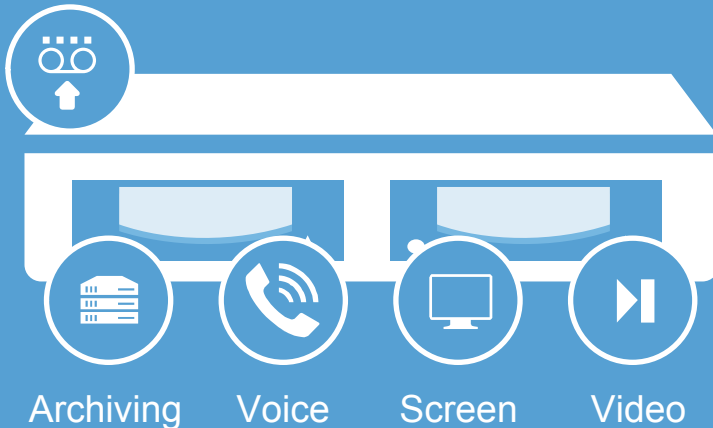
Reduce Your Server Count



with a **flexible multi-channel**
Advanced Interaction Recorder
that **incorporates** all encryption
and archiving needs

Advanced Interaction Recorder (AIR)

All-In-One



5000

TCO Breakthrough

Up to 5000 channels per recording server



Highly Scalable

Mix and match recording requirements on a single recorder



High-Scale Real-Time Streaming

for unlimited applications and processes

AIR - TCO Reduction Use Cases



2K agents, centralized site

- 100% Voice capture (stereo recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	15	3
With Real-Time	19	3

800 agents, Distributed in 5 sites

- 100% Voice capture (mono recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	30	10
With Real-Time	30	10

* Calculating only recording and archiving servers

AIR - TCO Reduction Use Cases



1K agents, centralized site

- 100% Voice capture (stereo recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	10	2
With Real-Time	12	2

500 agents, Distributed in 5 sites

- 100% Voice capture (mono recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	30	10
With Real-Time	30	10

* Calculating only recording and archiving servers

AIR - TCO Reduction Use Cases



10K agents, centralized site

Large accounts

- 100% Voice capture (stereo recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	34	7
With Real-Time	60	12

2K agents, centralized site

- 100% Voice capture (mono recording) + Archiving
- 20% Screen capture
- High Availability

	Current	NICE Engage Platform
Without Real-Time	9	2
With Real-Time	16	2

Gain More Power



with **up to 5,000 recording channels** per Advanced Interaction Recorder and **unlimited archiving rules**

AIR Linear Scalability

3 examples for maximizing AIR capabilities – based on hardware specs

A

8x2Ghz cores
8GB RAM

Up to 1,900
Channels

B

16x2Ghz cores
16GB RAM

Up to 3,800
Channels

C

32x2Ghz cores
16GB RAM

Up to 5,000
Channels

- All figures include processing (encryption, transcoding, archiving)

The New Archiving



Increased throughput
140GB\Hour (x7)



Minimal archiving
window required



Unlimited archiving
rules



Real-Time archiving
with no processing
delay

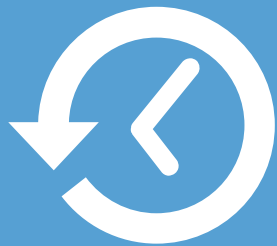


Storage enabled
deletion toolkit



Multiple storage
locations support
(ESM and NAS)

Build Real-Time Foundations



with **streaming from the first second** that serves as the foundation for your real-time applications

100% Real-Time Solutions

Solutions powered by NICE AIR & Engage Platform



Real-Time
Fraud Prevention



Real-Time
Authentication

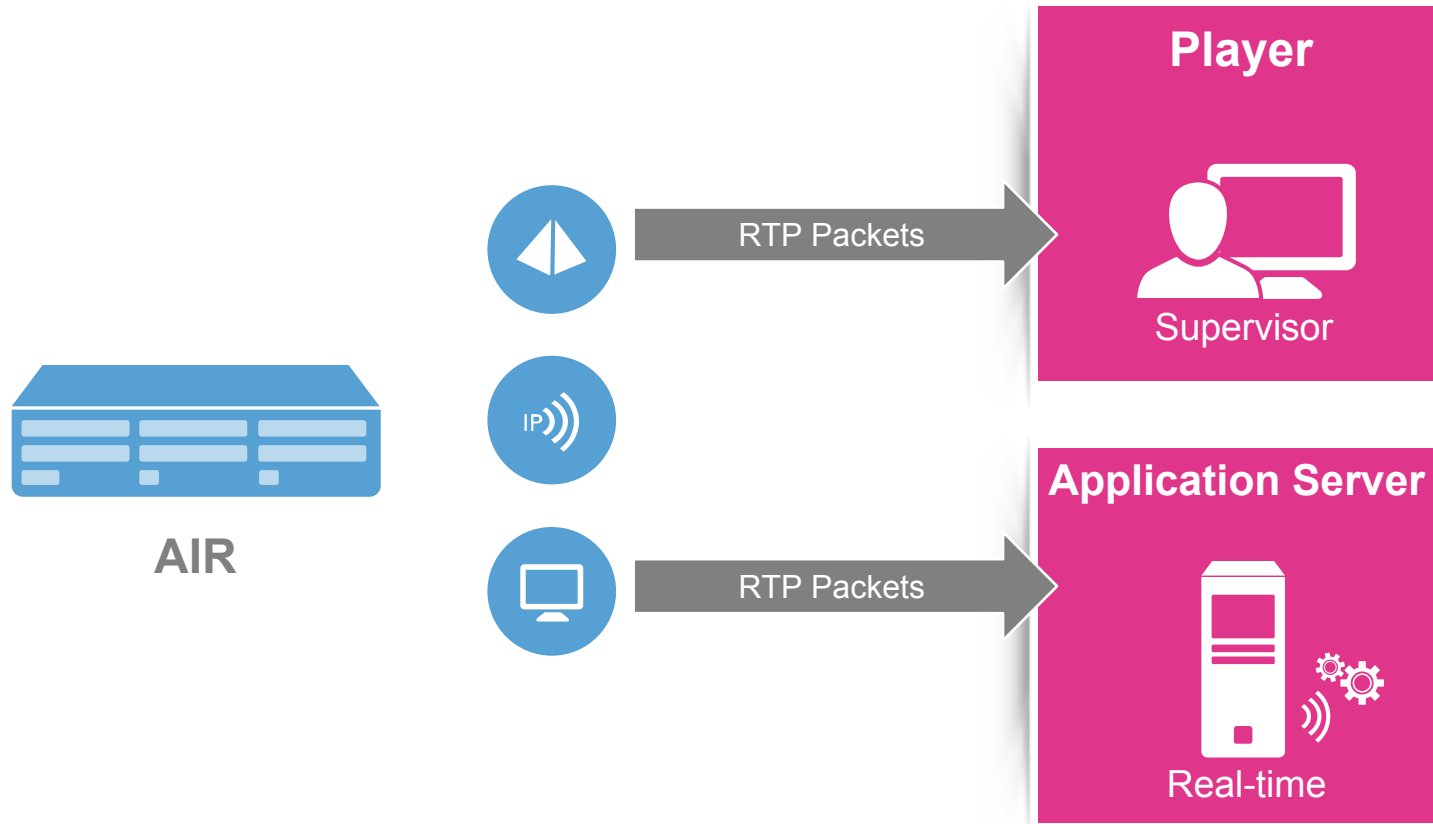


Real-Time
Speech Analytics



Real-Time
Manager-on-the-Go

High-Scale Real-Time Streaming



Main Benefits:

- Minimal real-time latency – From the 1st second
- Optimized per real-time application – Agent\Customer streams sent per business need
- No additional hardware required

Next Generation Business Continuity



**Never Lose a
Single Call**



**Protect Your
Data Center**

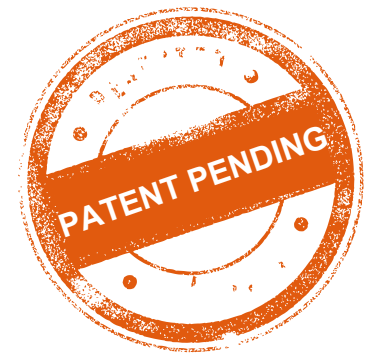


**Ensure You Are
Always Up-and-
Running**

Never Lose a Single Call



with a “Best Call” **dual recording** solution and **direct storage** archiving mechanism



Dual Recording with “Best Call” Feature

Every Interaction is **recorded twice** but **archived once**, ensuring 100% recording

The Dual Recording Pair

1 dual recording pair



1. Recording every interaction twice to **ensure business continuity**
2. Archiving only one call instance to **save storage space**

BEST CALL
Feature

Comparing recording characteristics and choosing the best call to archive!

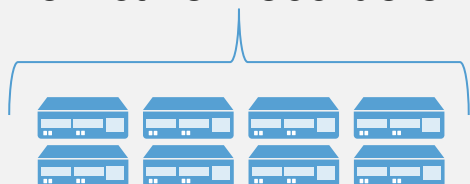
Dual Recording Example

Example: 2500Avaya DMCC recording channels

TODAY = 10 Recorders Required

N+1

8 Active Recorders



2 Spare Recorders



Recording requires 10 servers with an N+1 mechanism

TOMMOROW = 2 AIR Required!

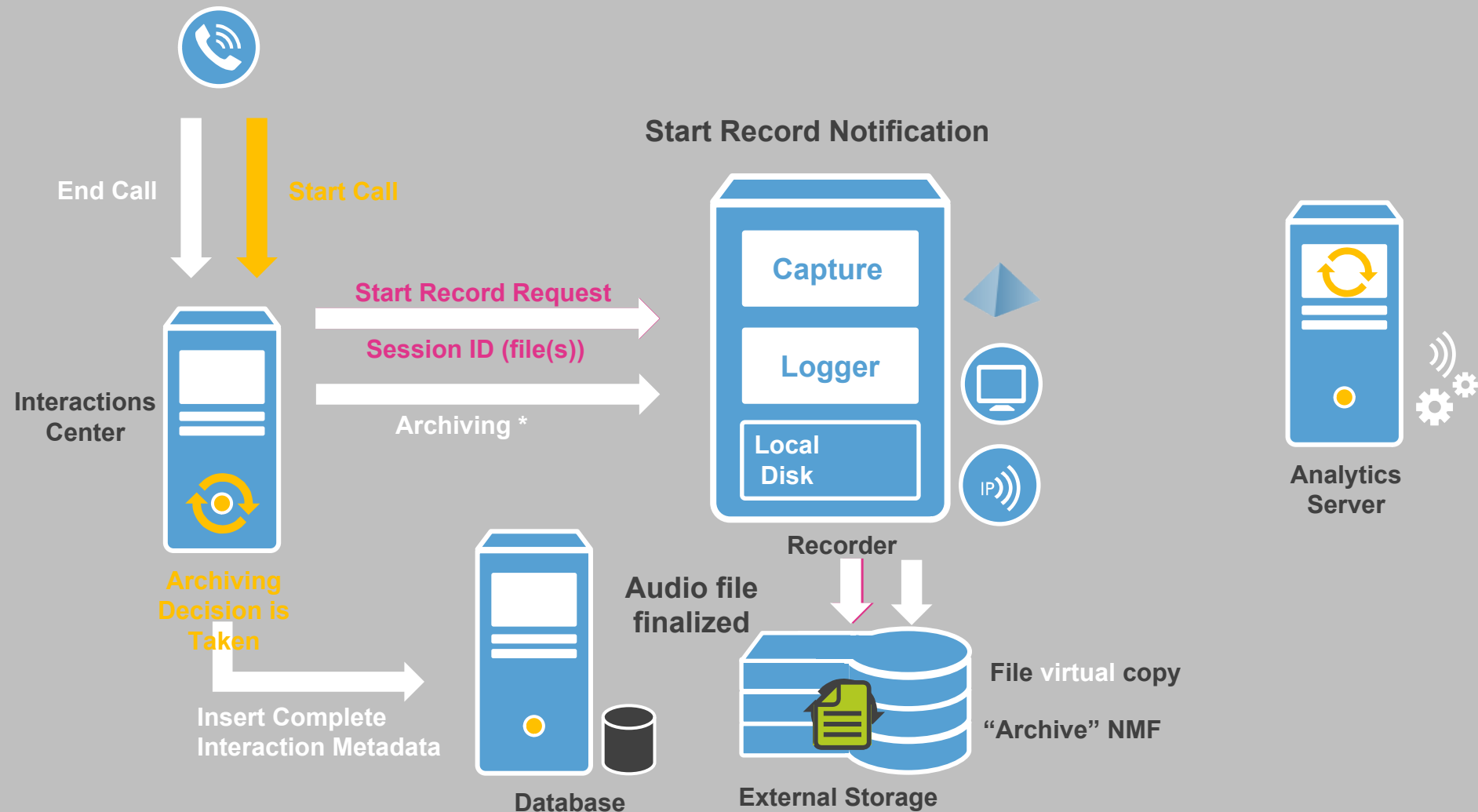
1:1
Dual
Recording

1 dual recording pair



With dual recording, reduced server count with increased business continuity!

AIR - Recording Directly to Storage



Protect Your Data Center



With **local and geo resiliency** to all components, **1-click disaster recovery** and **revamped N+1 architecture**

Protect your centralized data center

100% recording - component local and geo resiliency

Component failure

All components have
Local and Geo clustering



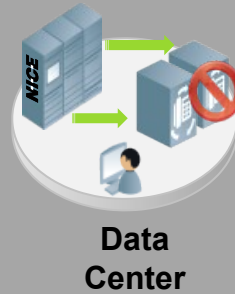
Network failure

Designed from ground
Up to support network
failures



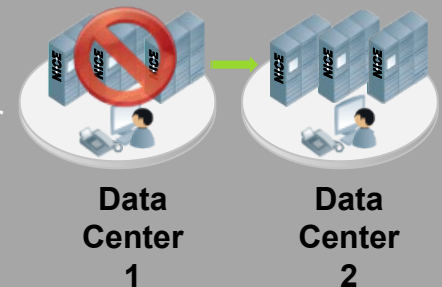
Telephony failure

Fully aligned with the
Telephony resiliency
Mechanism



Data Center failure

Supporting your data
Center centralization.
Full data center failover
mechanism



Protect your centralized data center

1-click data center failover with NICE High Availability Manager

The screenshot displays the NICE High Availability Manager interface. The top navigation bar includes links for 'Configure Datacenters', 'Configure DNS', and 'About'. The main content area is divided into three panels:

- Unconfigured Compon...:** A red header panel with a message: 'Below is a list of components that are not configured. To run the Configuration Wizard, click the Configure button.' It includes a 'Configure' button and a list of components: Voice/VoIP Logger, MDCLOGGER2, Screen Logger, mdc2, Sentinel, AlexFDev, Anthill.CoreApps.com, and AlexFDev.CoreApps.com.
- Summary of Datacenters:** A central panel showing details for two data centers:
 - Dc1:** Name: Dc1, Location: NY, Status: Active. Below is a table of components and their servers.
 - Dc2:** Name: Dc2, Location: London, Status: Passive. Below is a table of components and their servers.
- Failover Status:** A right panel with a message: 'Below is a list of steps to be executed during a Failover or Failback process.' It shows 'Events: Error: 3 Warning: 0' and a list of failover steps.

Summary of Datacenters - Dc1 Components:

Component	Server
mdcaasql	mdcd3sql
mdcd3ic	mdc1
MDCD3IC server	MDC1
MDC Connection Mana...	MDC1
MDC Connection Mana...	MDC2
MDC Playback Stream ...	mdcstream1
MDC Storage center	MDC2
MDC1	MDC1
MDCLOGGER1	MDCLOGGER1
Reporter Engine	mdc1

Summary of Datacenters - Dc2 Components:

Component	Server
mdcaasql	mdc2
mdcd3ic	mdc2
MDCD3IC server	MDC2

Failover Status - Steps:

- Stop NICE Components on Dc1
- Change Replication Direction
- Start SQL Server on Dc2
- Update DB on Dc2
- Update DNS Servers
- Start NICE Applications Server o...
- Start NICE Components on Dc2

The Revamped N+1

Recording continuity for **ANY** media type
Supporting **ANY** switch environment

N+1 For All



Active



Active



Active

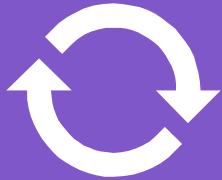


Active



Floating
Spare

**Ensure you are
Always Up-and-
Running**



with **advanced alarming**
capabilities

Enhanced Monitoring

Improved Alarming Resolution with Sentinel

Recording

1. Network connectivity failures
2. Local DB failure
3. Auto deletion failures
4. Local storage is full

Archiving

1. Force deletion failure
2. Storage units connection failure
3. Storage area exhaustion notification

Simplified System Management



DIY
Administration



Upgrade with
ZERO
Recording Loss



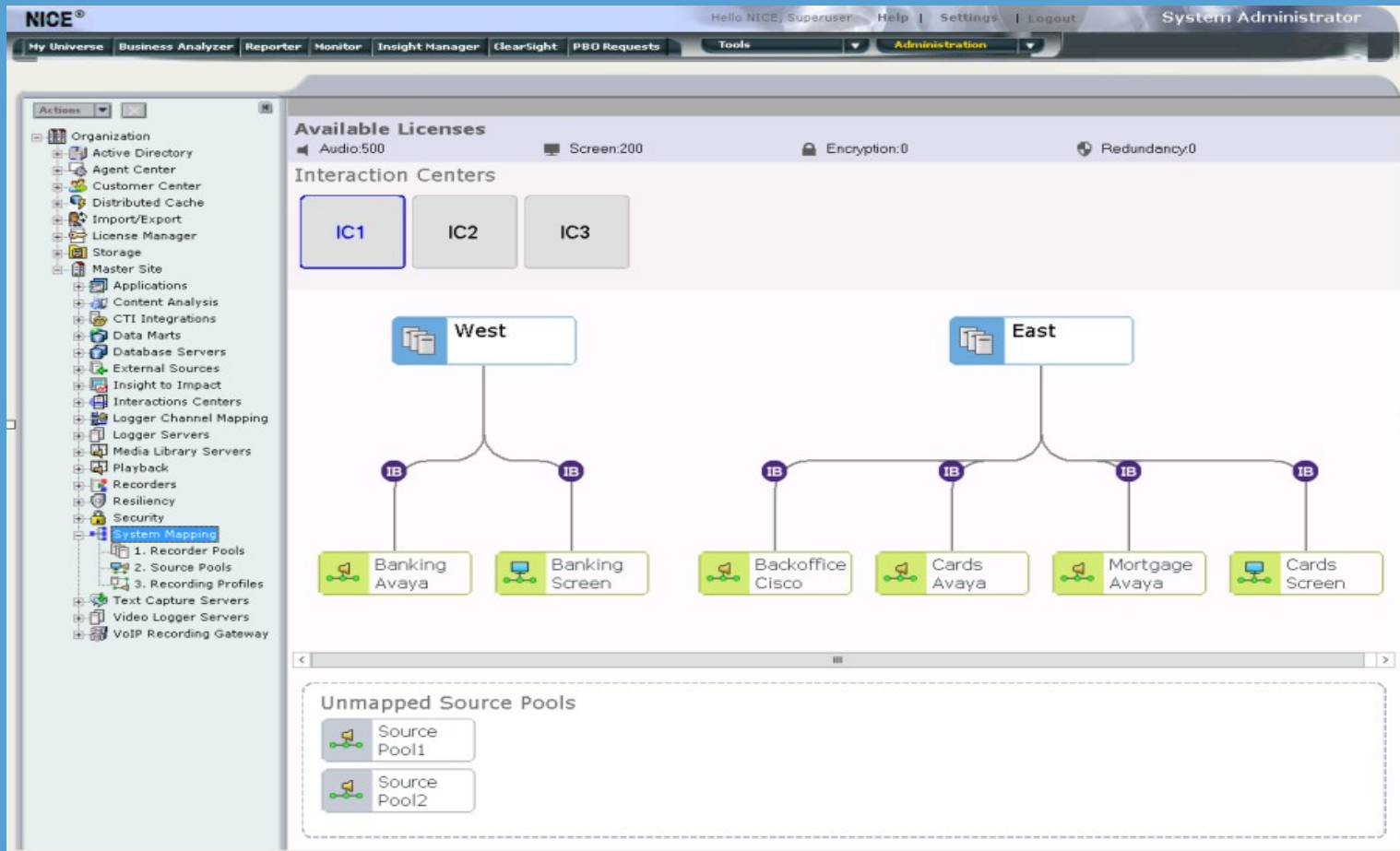
Reduce Your
Maintenance
Window

DIY Administration



with new, **easy-to-use system mapping** and **optimized licensing management**

AIR System Mapping



System Mapping Main Benefits



New and easy to use
UI



Simplified channel
configuration



Centralized Licensing
Mechanism



Easy to mix and
match

Upgrade with “ZERO” Recording Loss



With our “**Silent Update Pack
Install**” capability

Silent Update Pack Install

In dual recording mode, **each recorder can be upgraded separately** – Making sure upgrades will go smoothly with **ZERO** Recording Loss

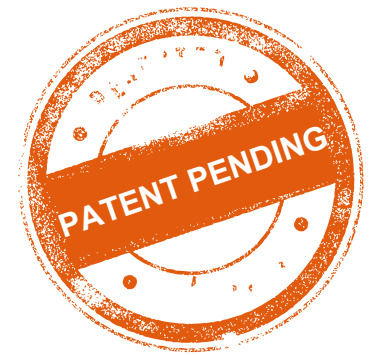
Dual Recording Pair



Reduce Your Maintenance Window



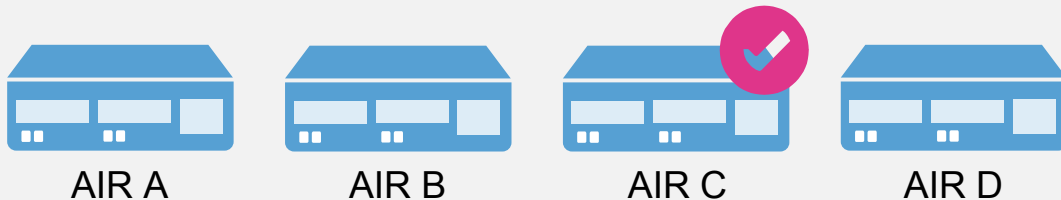
with **Maintenance Mode** and
floating spare mechanism



Recorder Maintenance Mode

Maintenance mode to allow graceful detachment a recorder from the pool for maintenance or security updates - with **no recording loss**

Recorder Pool

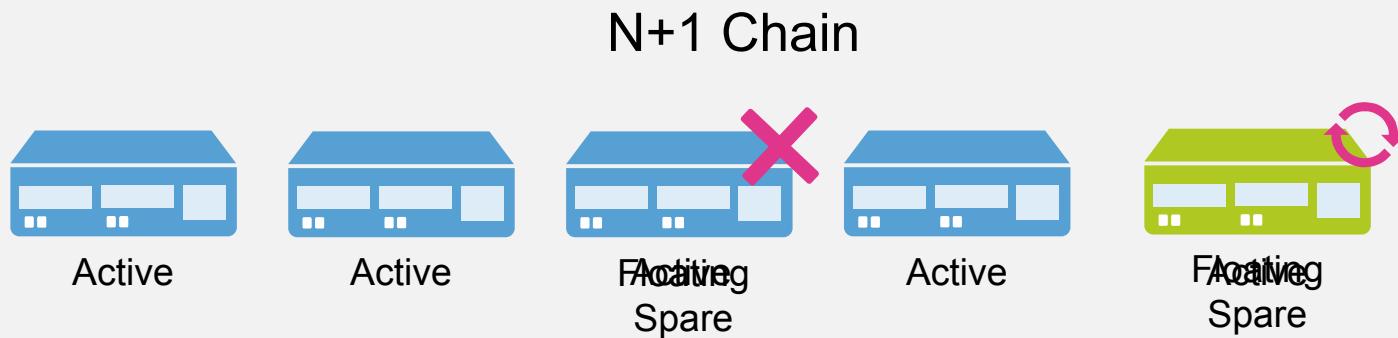


Terminal

```
>> AIR C – shutting down  
>> Starting graceful shutdown  
>> Performing channel starvation  
>> All channels clear  
>> AIR C – Ready for maintenance
```

N+1 Floating Spare

In case of an active server failure, the floating spare assumes its place **without the need to switch back to the active server**



Main Benefits:

- Simplified IT maintenance
- Shorter recovery – No need to switch back

Redefined Compliance Recording



**Reduce
Organizational
Exposure**



**ACE Your
Evidence-Keeping**



**Avoid Human
Errors**

Reduce Organizational Exposure



With a **PCI-DSS3** qualified system, advanced **privacy rules** and end-to-end encryption

Advanced Privacy Rules

Privacy rules – A rule that defines what **MUST NOT** be recorded.

Based on:



Agent ID



Group ID



Time of day



Business
data

NEW!
Protect also from
ROD and Total
recording

Ensure Your PCI Compliance

Meet Payment Card Industry Security Requirements with NICE Engage Platform



Privacy control

Prevent recording sensitive parts of interactions by:

- Automatic recording pause-and-resume using NICE's built-in Desktop Analytics
- Manual recording pause-and-resume by the agent



Access Control

- Profile-based user administration
- Strong password management
- CHAP based User authentication
- Active Directory user authentication



End-to-End Multimedia Encryption

Data is encrypted at the point of capture and remains encrypted throughout its lifetime—storage, transfer, archiving and playback.



Multi-tiered solution design

- Segregating data and functional elements
- Firewall separated access control zones

Improved PCI-DSS Compliance



- PCI-DSS3 qualification by Trustwave
- Rotate Media Encryption Keys every 24 hours (by default)
- Automated Security Code Analysis as part of Engage development
- Penetration Test executed by a PCI QSA

ACE Your Evidence Keeping



With a **flexible retention management tool** and “**Interaction Lock-Down**” feature

Flexible retention management tool

Extend retention of existing archiving rules



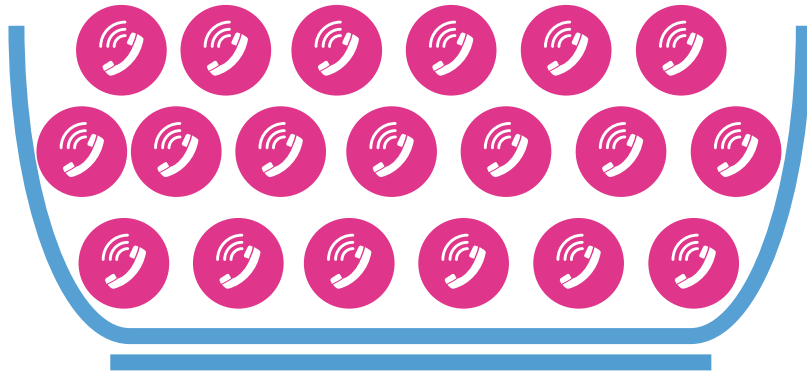
7 Year Retention



12 Year Retention

“Interaction Lock-Down” feature

Block a single interaction from all retention policies until further notice



**Archived
interactions**



Vault

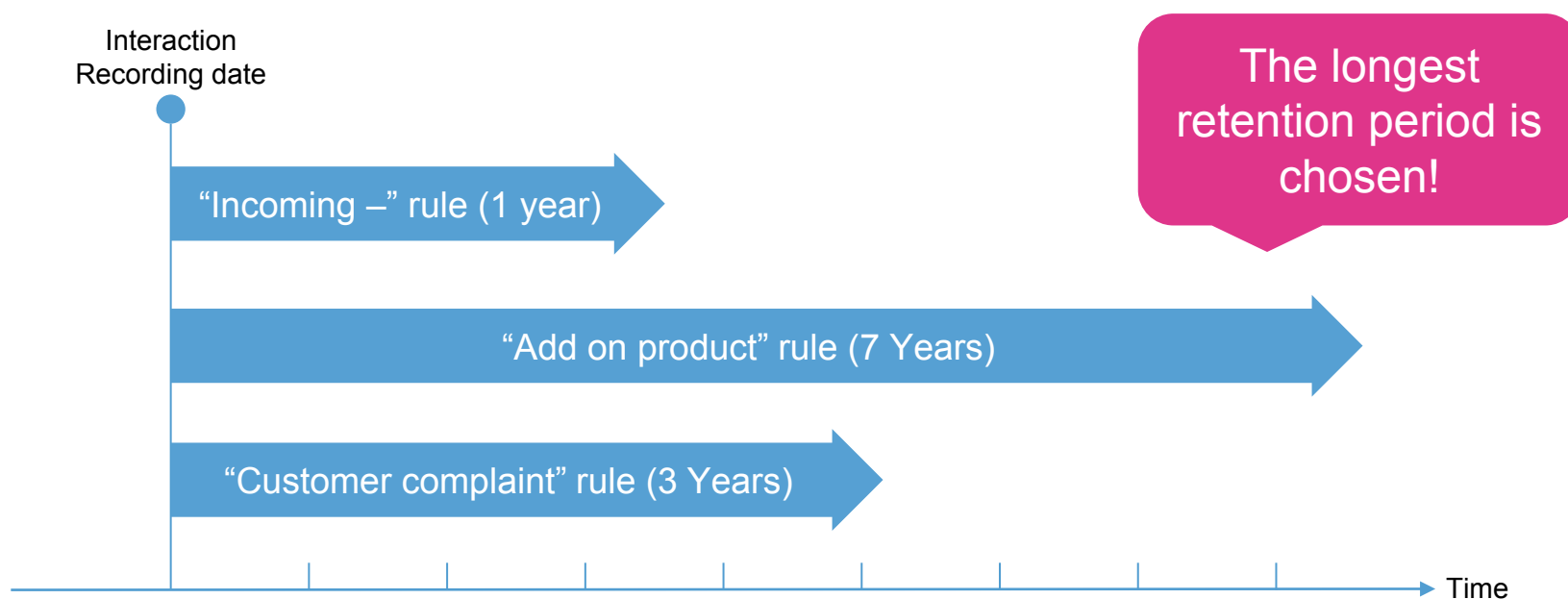
Avoid Human Errors



With archiving **data protection**
and **automatic pause\resume**
for all

Archiving Data Protection

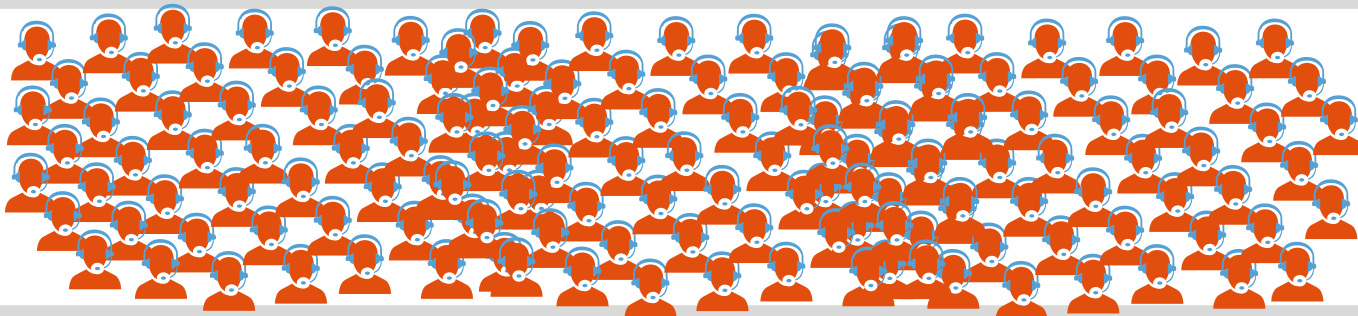
Avoid human mistakes in case **conflict between few archiving rules** – rule with longest retention is chosen



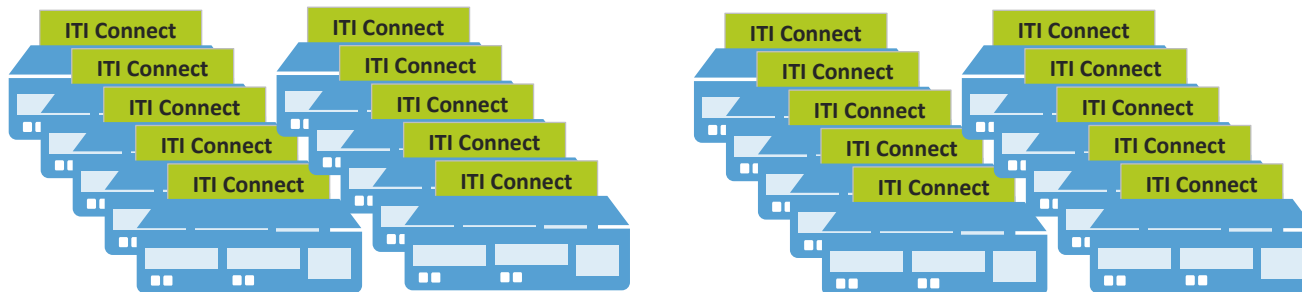
Privacy Control Scale Out

Single Engage Data hub

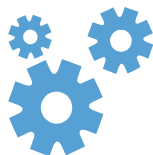
15K Agents



Load Balancing



Real-Time



RT UPDATES !
RT CALL EVENTS !

Supporting Everything & Everywhere



Supporting The Latest Standards



Pure 64bit



Windows
Server 2012

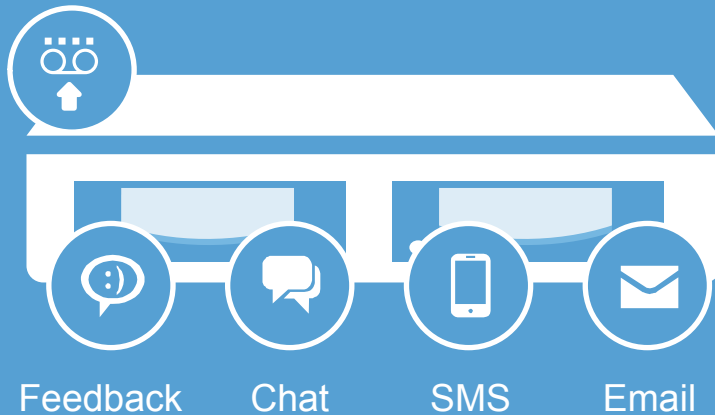
Microsoft®
SQL Server®

SQL 2012/2014

Microsoft®
.net

.NET4.0
support

Contact Center Text Recording



Text Capture Server



TCO Reduction

One server for recording all text interaction types



Scalable

Integrates with multiple data sources

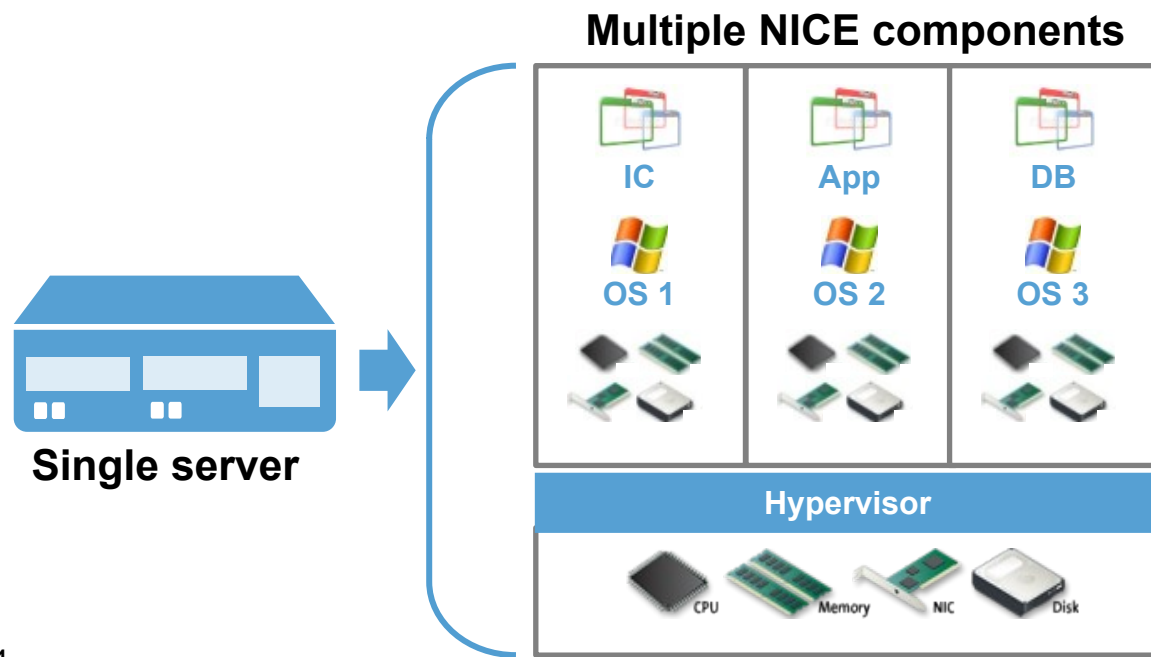


Seamless UX

Text interactions are handled just like any other interaction

Advanced Virtualization Support

- NICE supports virtualization for all components
- All new components are certified with the 3 main virtualization platforms:
 - VMware (vSphere)
 - Microsoft (Hyper-V)
 - Citrix (Xen)
- Supporting advanced virtualization solutions, including VMware HA and SRM



Supported VMware Features

- V-motion
- VMware HA
- VMware SRM

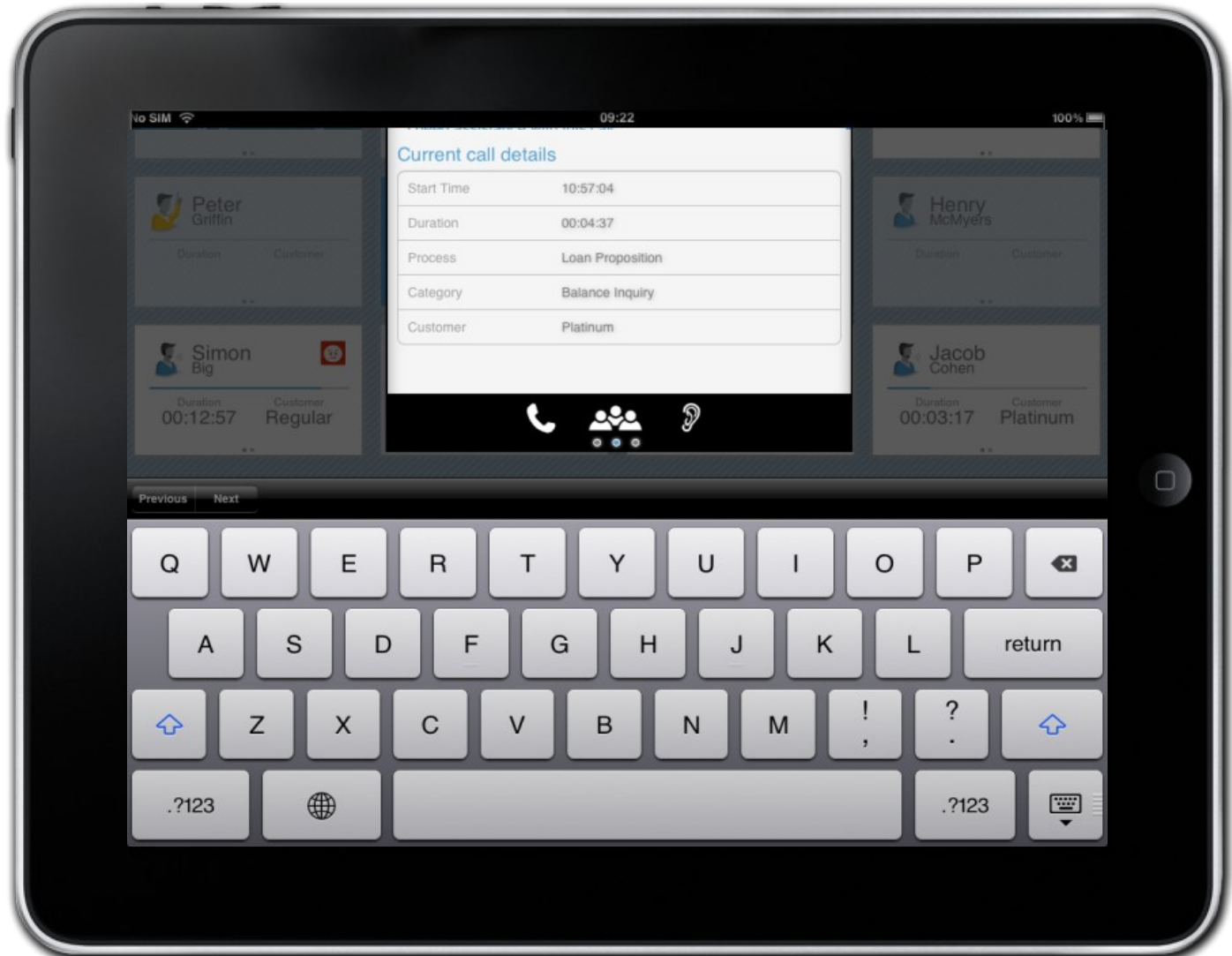


Mobile Ready with Real-Time Manager On-the-Go

TAP
into any
interaction

TRACK
every agent

TACKLE
problems in
real time



Cloud Ready



On
Premise



SaaS

Open Platform With Open API's

Integrate with
CRM using
NICE Bridge

Integrate with
any SBC with
SIPREC

Manage
interactions
using **BSF**



NICE Engage Platform

Export to
external BI with
DB Kit

Connect any text
source with
Generic text API

Integrate with
any CTI using
IMM

Enhance interactions
with external business
data using **BDI**

Fully Integrated With All Major UC & CC Vendors

The Avaya logo, featuring the word "AVAYA" in a bold, red, sans-serif font.The Alcatel logo, featuring a small orange triangle above the word "ALCATEL" in white, sans-serif font, which is set against a dark green rectangular background.The Cisco logo, featuring a stylized blue bridge icon above the word "CISCO" in a bold, red, sans-serif font.The Microsoft logo, featuring the four-colored square icon (red, green, blue, yellow) to the left of the word "Microsoft" in a grey, sans-serif font.The Aspect logo, featuring a green speech bubble icon with a white square inside, positioned above the word "aspect" in a bold, black, sans-serif font.The Genesys logo, featuring a red, stylized circular icon to the left of the word "Genesys" in a black, sans-serif font.The Acme Packet logo, featuring the word "acme" in a brown, lowercase, sans-serif font, followed by a stylized blue and orange graphic, and then the word "packet" in a blue, lowercase, sans-serif font.The Sonus logo, featuring a green, stylized circular icon above the word "Sonus" in a bold, black, sans-serif font.

Enhanced Upgrade

An easy and safe upgrade process



UAT Upgrades

Drastically reducing the downtime part of the upgrade, while allowing to test the upgraded system prior to cutoff



Deployment Manager

NICE Deployment Manager deploys the software with no human touch – eliminating human errors



Web/Playback Portal

Web/Playback Portal to provide an easy way to integrate legacy playback systems to your new solution



Media Interconnect

A new competitor replacement offering to get rid of your old solution and still keep the calls for playback using your new NICE solution

NICE Engage Platform Blueprint – High Level

Solutions

Quality
Management

Quality
Optimization

Analytics Based
Quality
Optimization

Authentication
And Fraud
Prevention

3rd party
solution

APIs

Applications



Engines & App Frameworks



Data & Storage



Real-Time Connectivity

Batch Connectivity



Voice



Video



Screen



Feedback



SMS



Mail



Chat



Metadata
& Voice

Infrastructure

NICE Engage Platform Blueprint - Detailed

Solutions

Quality
Management

Quality
Optimization

Analytics Based
Quality
Optimization

Authentication
And Fraud
Prevention

3rd party
solution

API

Call Control

Tagging

Playback

Data Import

Data Export

Data
Management

Applications

Insight
Amplifier

Business
Analyzer

Insight
Manager

My Universe

Feedback

Evaluations

Rules
Manager

Desktop
tagging

Desktop
triggering

Monitor

Clearsight

Player

Quality
Planner

Engines & App Frameworks

Real Time

Phonetics

Speech To
Text

Archiving

Reporting



Data & Storage

Users

Agents

Configurations

Surveys

Metadata

CTI

Voice

Business Data

Evaluations



Real-Time Connectivity

Recorder

Interactions
Center

IVR
Feedback

Batch Connectivity

Recorder



Voice



Video



Screen



Feedback



SMS



Mail



Chat



Metadata
& Voice

Infrastructure

Monitoring

Security

Logging

Audit

High
Availability &
Geo
Redundancy

RECAP



**Minimized IT
Footprint and
Higher Scale**



**Simplified
System
Management**

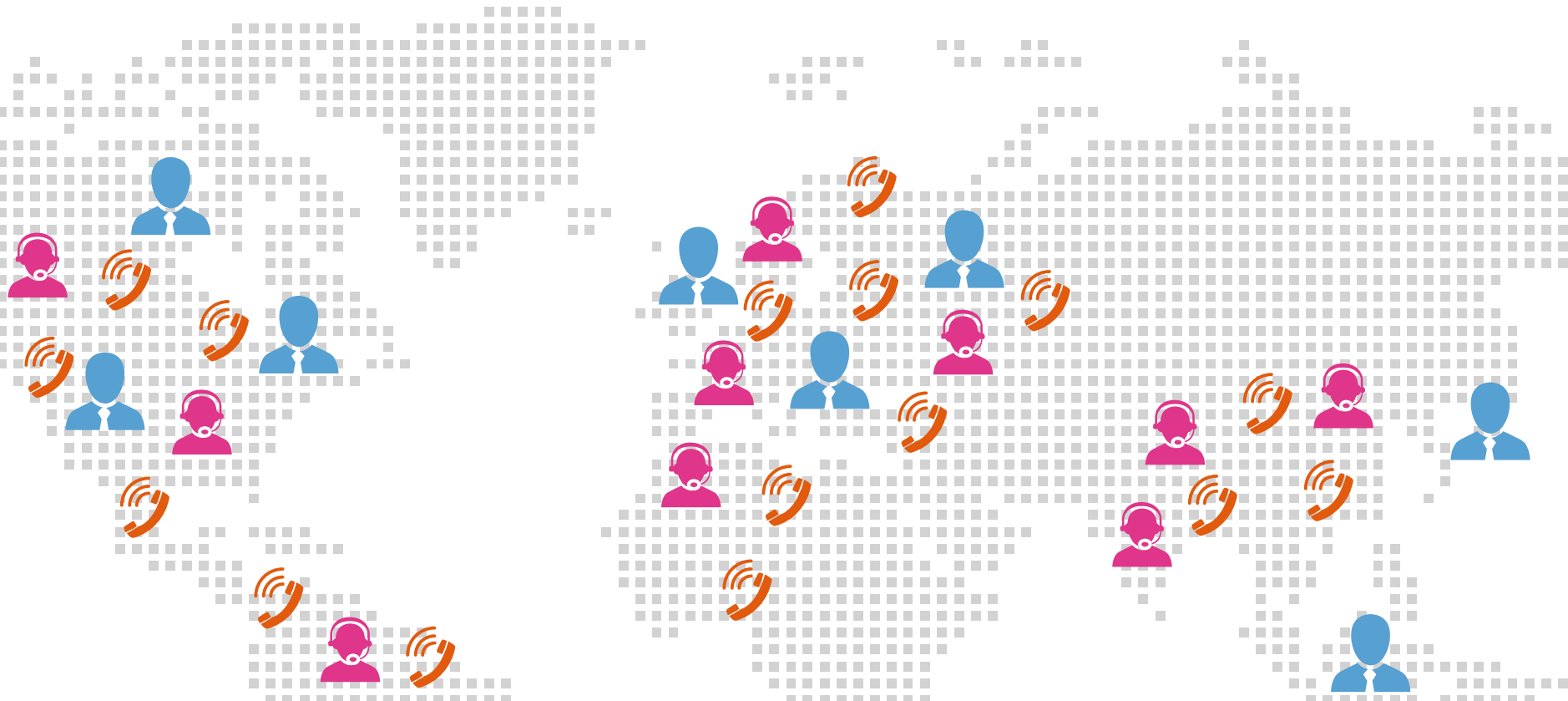


**Redefined
Compliance
Recording**



**Next Generation
Business
Continuity**

Recording Market Leadership



3600

More than 3600
recording customers

3M

Recording more than
3 million agents

150M

Recording more than 150 million
customer interactions every day

THANK YOU

FIPS 140-2 Support



- The National Institute of Standards and Technology (NIST) issued the FIPS 140 Publication Series to coordinate the requirements and standards for cryptography modules that include both hardware and software components
- Several governmental and private sector organizations are required to use FIPS 140-2 accredited products
- In Windows environments, the use of FIPS 140-2 validated encryption is enforced via the group policy setting:
<http://support.microsoft.com/kb/811833>
- With NICE Engage Platform, modules performing encryption, hashing or signing are updated to work with approved algorithms in order to enable execution in such hardened environment.

Template!

Please personalize
per customer

Potential Saving across 3 years on TCO reduction:

R 3.5

8 VoIP Loggers

3 Screen Loggers

2 Storage Center Servers

8 Redundant VoIP Loggers

Total: 21 servers

\$25,000



3 years



21 servers



\$1,575,000

Template!

Please personalize
per customer

Potential Saving across 3 years on TCO reduction:

Engage & AIR

1 VoIP AIR

1 Screen AIR

~~2 Storage Center Servers~~

8 Redundant VoIP Loggers

Total: 21 servers

\$25,000



3 years



21 servers



\$1,575,000

Template!

Please personalize
per customer

Potential Saving across 3 years on TCO reduction:

Engage & AIR

1 VoIP AIR

1 Screen AIR

1 Redundant VoIP AIR

Total: 3 servers

\$25,000



3 years



~~21 servers~~

=

~~\$1,575,000~~

3 Years Savings Of: \$1,350,000

\$225,000

Template!

Please personalize
per customer

Potential Saving across 3 years on TCO reduction:

Like-to-Like upgrade to Engage	free
AIR Licensing Costs	\$256,000
Services Costs	\$109,000
Maintenance Costs	\$130,000
	\$495,000 <

ROI Is Expected within: **13 Months**