

# OpenText™ Qfiniti ICE

Manage the challenges of regulatory and business compliance intelligently and in real time

In an increasingly regulated business environment, companies are challenged with consistently managing recorded interactions in alignment with enterprise information and process obligations. OpenText Qfiniti ICE enables multichannel data capture, interaction tagging and classification, and real-time compliance by intelligently synchronizing employee desktop and web usage with live enterprise interactions.

## Ensure Business Process Compliance

Qfiniti ICE delivers a new class of enterprise interaction analysis supported by a centralized policy server, a broad set of triggers, and interaction control agents that monitor desktop and server events and take the appropriate business-defined actions. ICE enables the enterprise to:

- Adhere to strict compliance requirements for PCI, HIPAA, etc.
- Capture only relevant contact center interactions based on defined business parameters
- Manage recorded audio and text interactions in line with compliance obligations
- Improve pan-enterprise search-based operations for performance evaluation, compliance, and eDiscovery

When integrated with OpenText™ Qfiniti Optimize for desktop analytics and real-time agent guidance, the ability to define, track and measure workflows becomes even more powerful:

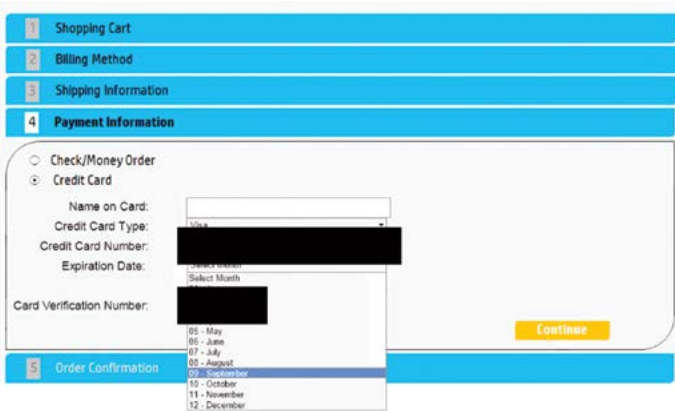
- Increase business insight by analyzing critical business data within captured interactions
- Support workforce management initiatives such as workforce optimization and employee productivity

(For more information regarding business process compliance, please refer also to the OpenText Qfiniti Optimize product solution brochure.)

## PRODUCT HIGHLIGHTS

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- *Real-time compliance management*
- *Intelligent multichannel data capture, interaction tagging and auto-classification*
- *Centralized policy management of voice, screen, email and chat interactions and related metadata*
- *Continuous monitoring of desktop and server events*
- *Interaction activity control based on well-defined business rules*
- *Support for PCI-DSS and industry compliance requirements*
- *Application-independent architecture works with all software and web-based applications*
- *Language independent and massively scalable deployment*
- *Seamless integration with OpenText™ Qfiniti modular product suite*



*Qfiniti ICE automatically redacts customer-sensitive data from call and screen recordings.*

### Manage Interactions Intelligently

Qfiniti ICE dynamically monitors desktop activity in order to capture, tag, classify, and control relevant audio, email, and IM interactions. This product enables business and compliance executives to establish customized trigger events that target specific interactions important to the company. It is application-independent, enabling triggers from a wide-range of mission critical applications, such as CRM and helpdesk suites, email and IM systems, and browser based applications.

By intelligently monitoring the end-user’s desktop activity, ICE can start, stop, or pause a recording, attach metadata to an interaction, or classify an interaction according to business rules. In addition, ICE can identify interactions that are subject to compliance or corporate criteria and automatically redact customer-sensitive data in compliance with Payment Card Industry Data Security Standards (PCI-DSS), such as the credit card or CCV number, product, customer, or competitive information.

Qfiniti ICE intelligently manages the following interaction operations:

- Starts and stops the recording of audio activity, screen activity, or both
- Automatically classifies interactions for quick viewing based on defined business parameters
- Automatically mutes or masks customer-sensitive data in compliance with PCI-DSS
- Applies governance policies to control interactions for legal hold or security needs
- Alerts end-users to specific types of interactions or activities when they occur for better insight
- Attaches relevant business data to an interaction for deep segmentation analytics, including:
  - Relevant customer data
  - Type of call
  - Sales of products or services
  - Customer inquiries
  - Competitive intelligence
  - Service information

### Ensure Compliance with Customizable Triggers

Qfiniti ICE provides a broad array of options for establishing event triggers for various functions, such as activating a recording, attaching a classification to an interaction, or alerting managers when specific types of interactions occur. Event triggers are entirely customizable based on the needs of the business, such as meeting criteria for classification or identifying a need for PCI compliance or a governance policy. By automatically tagging, classifying, or applying a policy to an interaction, ICE alleviates the man-hours needed to do this manually, while eliminating the likelihood of human error.

### Enforce PCI-DSS Compliance and Audio Governance

Qfiniti ICE delivers an unprecedented level of compliance to email, IM, and audio recordings to ensure all interactions are managed within regulatory and corporate policies. ICE provides the option of setting triggers to identify sensitive materials within interactions and then automatically mask or mute the information based on business need.

Companies that are required to meet PCI-DSS regulations can now comply with the requirement that credit card, CCV, CVV and CID codes not be stored after authentication is completed, even in call recordings, if the data is searchable.

Qfiniti is the only solution that provides audio governance with the same accuracy and security as traditional documents and text based communications. ICE can apply such policies as retention schedules, disposition management, and legal holds, ensuring an optimum level of compliance with industry requirements while at the same time mitigating risk.

### Benefit From Enterprise-Class Architecture

Qfiniti ICE is a streamlined solution that installs quickly and easily, requiring very few network resources. This solution is policy-driven through a centralized policy server, with trigger customization and definition directly from any browser-based interface. The ICE architecture seamlessly connects to the entire Qfiniti product suite and other enterprise information systems, enabling targeting across all desktop applications.

- Operates seamlessly across all Qfiniti products
- Centralized policy server for automated data management
- Application-independent architecture
- Operates on any Microsoft® Windows® XP or Windows 7 desktop

OPENTEXT QFINITI ICE BENEFITS



**For The Customer**

- Protect sensitive customer data
- Promote customer trust in sensitive data management



**For The Agents**

- Adhere to strict compliance requirements for PCI, HIPAA, etc.
- Capture only relevant contact center interactions based on defined business parameters
- Manage recorded audio and text interactions in line with compliance obligations



**For The Company**

- Protect the company's legal obligation to securely handle sensitive customer data
- Improve pan-enterprise search-based operations for performance evaluation, compliance, and eDiscovery

<b>OpenText™ Qfiniti</b>	<b>Modular Workforce Optimization Suite</b>
<b>Qfiniti Observe</b>	> <b>Interaction recording for quality and compliance</b>
<b>Qfiniti ICE</b>	> <b>Intelligent masking and muting with metadata attach</b>
<b>Qfiniti Workforce</b>	> <b>Agent scheduling forecasting</b>
<b>Qfiniti Optimize</b>	> <b>Desktop analytics and real-time guidance</b>
<b>Qfiniti Advise</b>	> <b>Agent evaluation and performance analysis</b>
<b>Qfiniti Survey</b>	> <b>Integrated customer satisfaction surveys</b>
<b>Qfiniti Expert</b>	> <b>Online coaching and training</b>
<b>OpenText™ Explore</b>	<b>Voice of the Customer, Speech and Multichannel Analytics</b>

<b>OpenText™ Qfiniti Managed Services</b>
<b>Managed WFO Appliance</b>
> <b>Entire OpenText WFO Software Suite</b>
> <b>Single high-density server</b>
> <b>Services managed by OpenText</b>
> <b>Breaththrough economics</b>
> <b>Architected to scale to 100% of the contact center big data needs</b>

Setting a new benchmark for workforce optimization, the OpenText WFO Software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your

most urgent contact center management needs. OpenText™ Explore delivers Voice of Customer, speech and multichannel analytics; and OpenText Qfiniti Managed Services provides the entire Qfiniti portfolio on a managed, high density server system. [opentext.com/qfiniti](http://opentext.com/qfiniti)

[www.opentext.com/contact](http://www.opentext.com/contact)