



swisscom

CASE STUDY



SWISSCOM MOBILE CALL RECORDING

Swisscom first to offer CreaLog's mobile call recording for Swiss banks

Communications technology created by CreaLog forms basis for a new recording service that Switzerland's leading telecom provider, Swisscom, has launched in January 2015. It provides financial institutions and other organizations with an easy way to record and archive mobile phone calls and SMS messages along with other, related data. The service is built on CreaLog's Mobile Call Recording solution and is the first of its kind to be implemented in a European mobile telephone network.

RECORDING OF MOBILE COMMUNICATION IN LINE WITH CURRENT FINANCIAL MARKET REGULATIONS

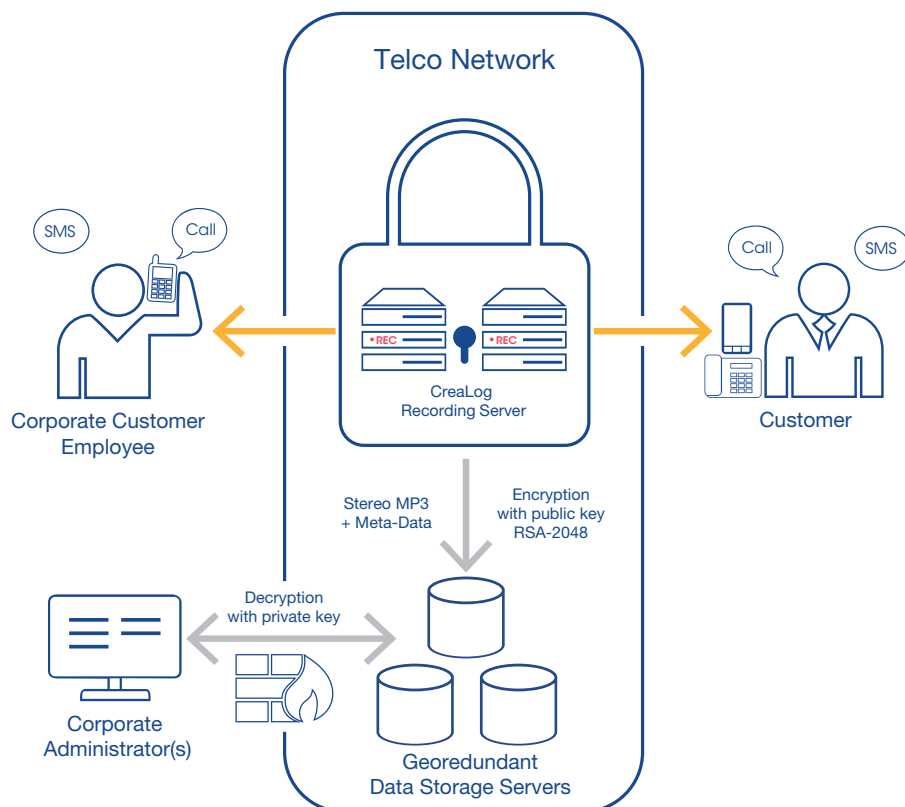
In consequence of the recent global financial crisis, the Swiss Financial Market Supervisory Authority, FINMA, now requires financial institutions within its jurisdiction to record and retain communications with their customers to serve as evidence at some later time if needed. CreaLog's Mobile Call Re-

ording technology now helps organizations comply with this requirement easily when using Swisscom's mobile telephone network. Organizations can take advantage of the recording service simply by registering the mobile phone numbers of staff members whose calls need to be recorded with their network provider.

STARTING 2018 ACROSS THE EU MEMBER STATES

Switzerland is not the only European country to strengthen customer protection within its financial sector in this way. The EU's directive 2014/65/EU of 15 May 2014 makes similar provisions for the banking industry across the 28 EU member states, starting 2018, while legislation to this effect is already in force in individual European countries.

The same holds for the U.S.A.: Among many other provisions, the voluminous Dodd-Frank Wall Street Reform and Consumer Protection Act that finally went into force in mid-2011 stipulates that finance sector profes-



signals in increasing numbers need to record their mobile phone conversations in addition to their landline calls.

CALL RECORDING MADE EASY

CreaLog Mobile Call Recording delivers easy and efficient call recording and archiving of mobile calls without the cost and complexity associated with solutions relying on special functionality of users' mobile phones. The service is completely device-independent and no dedicated software is needed on any mobile device. It even works for roaming calls when one or both parties are outside of the telco's network coverage.

The Mobile Call Recording solution reliably records mobile phone calls, SMS messages, and call detail data and archives them securely for any given time for easy retrieval. Voice and data archiving options include both on-premise and cloud storage options. CreaLog Mobile Call Recording offers sophisticated search and playback capabilities for all recordings.

HIGHLY SECURE

All call data is encrypted using secure public/private key encryption so only authorized persons can access the information. Role-based, four eyes security grants customers exclusive access to their data when they need it without compromising adherence to security policies. The private key resides with the telco's customer and all accesses are logged. If a call is made from or to a registered mobile number, callers will first hear a "the call is being recorded" message.

Offering deployment convenience, an impressive feature set and seamless user experience, CreaLog Mobile Call Recording is the logical choice for organizations in need of call recording for their employees. Telcos

can use this managed service as a profitable source of revenue while delivering their corporate customers an easy way to comply with recently imposed, stringent call audit requirements.

ALL DATA STORED IN ENCRYPTED FORM

In the case of calls made to a line registered for Mobile Voice Recording, callers will first hear a message informing them that the call is being recorded. The recorded conversation, as well as connection information such as dates, call duration and phone number, is stored in encrypted form in Swisscom's Swiss-based data centres. The content of the call is encrypted using the public key procedure, meaning that only the customer with the matching private key can access the data. The data can only be decrypted by individuals with prior authorisation to do so. All accesses are logged.

Stephan Gehri, Product Manager Mobile Voice Recording at Swisscom: "I am absolutely delighted that with the help of CreaLog, we can now offer our Mobile Voice Recording for telephone calls and SMS messages as a managed service to our customers, also enabling them to meet requirements stipulated by FINMA today. We are proud to be Switzerland's first mobile network operator to provide a solution that also accounts for the tightened financial market regulations enacted by the European Parliament."

STEPHAN GEHRI,
PRODUCT MANAGER MOBILE
VOICE RECORDING
AT SWISSCOM



ABOUT SWISSCOM

Swisscom is Switzerland's leading telecoms provider, with its headquarters in Ittigen, near the capital city, Berne. With over 21,000 employees, it generated turnover of CHF 11.7 billion in 2014. Swisscom is one of the most sustainable companies in Switzerland and Europe.

Swisscom offers mobile communications, fixed networks, Internet and digital TV to corporate and residential customers. We are also one of Switzerland's largest providers of IT services. We build and maintain infrastructure for mobile and fixed-line telephony, transmit broadcasting signals and are active in the energy and healthcare sectors.

In 2014, Swisscom's net revenue increased by CHF 269 million to CHF 11,703 million, which corresponds to an increase of 2.4% compared with the prior-year period. Adjusted for company acquisitions, at constant exchange rates and excluding Fastweb's hubbing (wholesale revenue from interconnection services), revenue increased by CHF 218 million or 1.9%, of which CHF 128 million was attributable to the Swiss business.

ABOUT CREALOG

CreaLog is a leading vendor of service delivery platform solutions for telecommunications providers. This includes concepts for value-added services (voice, text messaging and USSD, e.g. televoting), IN platforms (number translation, service migration, IM-SSF broker), as well as cloud contact center/IVR and professional services. CreaLog proudly points to references in thirty countries in Europe, Africa and Asia, involving more than 400 customers and 60,000 installed lines.

Our multiple prize winning solutions include installations at Telcos such as Deutsche Telekom, Vodafone, A1 Telekom Austria, POST Telecom Luxembourg and Swisscom as well as clients like Sky TV and 1-2-3.tv (home-shopping TV).

For more information, please visit: www.crealog.com



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