BRIGHTMETRICS MAKES IT POSSIBLE

ShoreTel Reporting & Data Analytics Services

For more information about Brightmetrics, or a free trial contact your Pivotal Networks representative

Your company has made an excellent investment in purchasing the ShoreTel phone system. This system is so much more that just dial tone to your desk. It has the capability of being a truly strategic asset for you organization.

But being a strategic asset includes being able to use all of the system. Including tapping into the vast amount of data that the ShoreTel system collects to gain valuable insights. And Brightmetrics makes that easy.

With Brightmetrics you can:

Understand your Customers Experience

Manage Employee Productivity
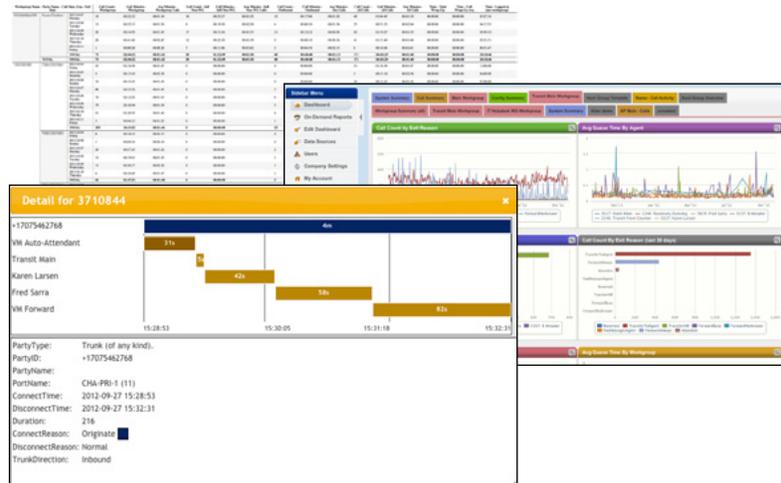
Enable Access to Information

Understand your Customers Experience

For most companies, the greatest number of customer touches happen through the phone system. These touches can be positive, neutral or negative. Do you really know what the experience of your customer is when they call your company?

Are they transferred unnecessarily? Do they get to the right person quickly and on the first try? How long do they wait on hold?

You may even be overstaffing your groups. If there is elasticity in your call groups queue times (i.e. Customers are willing to wait longer than they are), then you could be saving a significant amount of money in those groups that could be better spent in other areas to improve customer server.

Brightmetrics helps you to build stronger relationships with your customers by enabling you to understand their experience when they call your company.

"We depend on Brightmetrics to deliver key data on track sales volume, operator activity & trends. Brightmetrics shows me how busy our call center is and how I need to staff it. This data ultimately helps us facilitate and deliver world class events and until now we have never been able to get this kind of information."
Gary Phillips
VP, Ticket Sales & Customer Relations
Sonoma Raceway

"Adding Brightmetrics Reports to our ShoreTel system has given it the reporting capabilities it deserves, dashboards and reports that are incredibly flexible and powerful yet quick and easy to use, I wish all software could be this good!"
David Mather
IT Manager
Sintons LLP

Manage Employee Productivity

The productivity of your employees is a direct relationship to how productive your company is. But what is employee productivity?

If you run a customer service group it comes down to how effective your agents are at assisting your customers. This includes how long it takes to handle a call, what percent of calls are handled on the first touch as opposed to ones that need to be transferred to other parties, or many other factors.

If you manage an inside sales group productivity (leads, sales, etc) comes from numbers like how many calls they make, how consultative they are in the process (correlating to how long they are on a call), or any number of other metrics.

The end result is that you may know who the top performers are in your group, but Brightmetrics allows you to quantify what makes them a top performer and where other agents need to improve in order to get them to that high performing level.

With Brightmetrics you'll not only know where things are running smoothly but also where you need to focus your efforts in order to dramatically improve employee productivity.

Enable Access to Information

The most powerful information is useless unless you can easily get it into the hands of people that can use it.

With Brightmetrics, we make it easy to get information to the people that need it in the format that makes the most sense for them. Our entire service is web based. All that is needed is a web browser, a user name and a password. In addition, Brightmetrics offers the most powerful ShoreTel automatic report scheduling system in the industry.

Brightmetrics, Inc
1129 Industrial Ave, Suite 206
Petaluma, CA 94952

707-238-4455
info@brightmetrics.com
http://www.brightmetrics.com

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Brightmetrics takes data security very seriously. Our service provides multiple levels of protection to make sure customer data is never exposed to unauthorized parties. We break our security into four distinct areas.

Secure Hosted Facilities

Our first level of protection is a secure hosting environment. Brightmetrics is powered by Microsoft's Windows Azure, which means our services run in one of Microsoft's secure Azure datacenters. Microsoft's Azure platform is ISO 27001, SAS70 Type II, and HIPAA certified. You can read more about Microsoft Azure's commitment to security on their Azure Trust Center site

Beyond the security offered by the Azure platform itself, we further protect customer data by encrypting it within our database. Numeric data is not encrypted because it is needed for calculations, but all identifiable text data such as workgroup names, trunk group names, employee names and extensions, site names, etc, are all encrypted using 256-bit AES encryption[1], the same level of encryption required by the U.S. government for top-secret information[2].
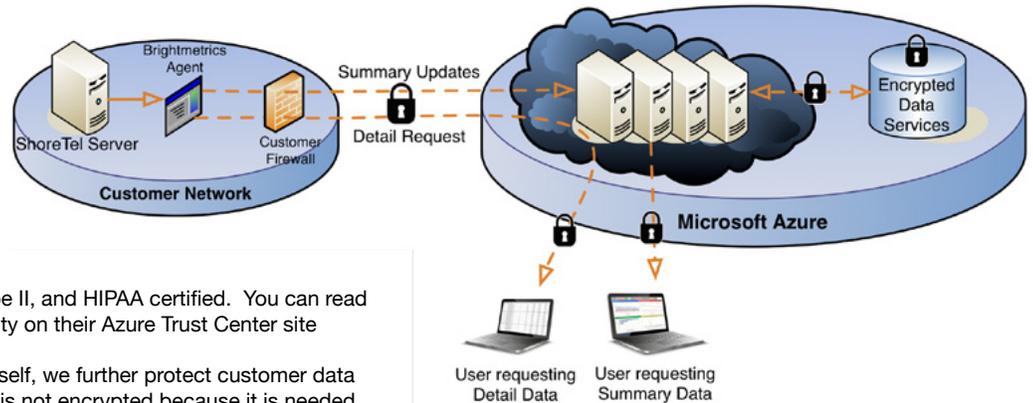
Encrypted Data Storage

Moreover, the data is not encrypted with a single key that our front-end systems use to connect to the database, as is the case with many database encryption systems, but rather with each user's password, which means that the application-level controls that restrict each user to their own company's data can not be subverted to allow access to another company's data -- unless you have a valid username and password that has been granted access to a company's data, that company's data simply can not be decrypted.

Think of it like this: each company's data is stored inside a locked box. Each user who has been granted access to the company has a copy of the key to that lockbox, which is stored in another locked box. The key to each of those user's boxes is that user's password. If a user is removed from a company, their lockbox and the key it contains are destroyed and they can no longer unlock the company's data.

As is best practice, we do not store any user passwords in the clear or even with reversible encryption, we store only a one-way SHA-256 hash[3] of each user's password, which is sufficient to determine if the correct password has been provided when the user logs in but does not give anyone a way to determine the actual password itself -- only the person who sets the password knows it.

For system maintenance we do have our own key to the lockbox as well, which we need if you forget your password (otherwise if you lost the only key the data would be completely irretrievable and you would have to delete your company and start over). You can think of it like an emergency key that's kept in a safe in a different building that only authorized people can access. Our general support and systems management staff does not have access to this master key. For example -- for support, or assistance in creating reports on your account, you will need to explicitly add a Brightmetrics engineer as a user on your company and can then remove them after any necessary support is provided.

Limited Data Storage

All of those protections are in place for what is a limited set of data to begin with. We do not store detailed call records, only summary aggregate data. The total number of calls and call minutes for a given user during a given hour according to call type, for example. We do not store the CallerID of callers, the numbers users dial out to, the length of a given call, or any such detailed or protected information, only the bare minimum that is required to provide our dashboard data and to run summary reports. Whenever you drill down through the charts to the individual call level or run a detail report, we are making a live query to the ShoreTel MySQL database to get that data and then sending the results to the browser -- it is not retained in any permanent storage.

Encrypted Transmissions

Finally, all data transmitted from the agent to our servers and from our servers to the end user is encrypted with the highest level of SSL encryption available. https://webapp.brightmetrics.com/ has a 2048-bit Extended Validation (EV) SSL certificate, capable of 256-bit AES data encryption.

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1   http://en.wikipedia.org/wiki/Advanced_Encryption_Standard
2   http://csrc.nist.gov/groups/ST/toolkit/documents/aes/CNSS15FS.pdf
3   http://en.wikipedia.org/wiki/SHA-2