Avotus Corporation and TrustSphere Pte.Ltd. have formed a strategic technology partnership that combines Avotus’ Enhanced Usage Reporting (EUR) capability to capture digital communication data flows from a broad range of Unified Communication (UC) platforms with TrustSphere’s advanced social network analytics technology. The result is a market-leading “relationship analytics platform” uses corporate messaging platforms i.e., voice and email to generate insights that have never been seen before into internal and external relationships. These insights are conveyed in a visually intuitive format and can impact sales, leverage strategic relationships and mitigate risk. By capturing digital communication flows and analyzing them via the TrustSphere platform in an integrated solution, organizations gain real-time analytical insights around internal and external relationships.

Big data continues to grow exponentially, with Frost & Sullivan predicting that global data traffic will surpass 100 Zettabytes annually by 2025. - Frost and Sullivan: Worlds Top Mega Trends to 2025 and Implications to Business, Society and Cultures
The TrustSphere relationship analytics platform has evolved to capture data across both email servers and UC platforms to build on the underlying data of these platforms to create a set of analytics, without observing the content of any communications. Data is sourced from messaging streams and analyzed. The resulting analytics are used for a variety of different means to improve key business processes, including governance and risk, sales-enabled systems and HR management.

The Avotus-TrustSphere solution provides a comprehensive relationship map of employee interactions across multiple corporate communications – vehicles. This 360-degree view of enterprise relationships is currently used by sales to augment information in CRM systems and by HR, compliance, finance and IT to track system utilization and behavioral trends.

Companies use social network analysis to help them manage change, facilitate mergers and reorganizations, improve collaboration, enhance innovation, spot talent and plan for succession. - Gartner: G00274911, Market Guide for Social Network Analysis, Published: 31 July 2015
EUR’s ability to capture, store and report on sessions creates a treasure trove of information from which innovative data analytics firms such as TrustSphere can extract insights for their clients. This enhances the value of CRM systems, as sales representatives do not have to spend time manually entering data. Rather, relationship analytics allows for the automatic capture of data, and provides contextual intelligence of communications and uncovers the hidden value of communications across an organization. EUR is on its way to becoming the central hub for the capture and storage of usage information, which will eventually feed multiple partner platforms for the benefit of clients. Data is sourced from messaging streams, analyzed and the resulting analytics are utilized to improve key business processes.

A complete relationship graph and associated analytics are made available for enterprise and governments. Now more than ever, it is imperative to invest in an analytics tool that can help companies analyze and strategize their business relationships. It is also important to inform employees about the level of communication that is being collected and monitored in order to allay concerns about how personal information might be used. Therefore, transparency is key and partnering with compliant relationship analytics vendors ensures that the vendor does not use the collected data for unauthorized purposes. By leveraging Avotus’ deep integration into the world’s most widely used communication platforms, and combining this with market-leading analytics, Avotus and TrustSphere can jointly provide an unprecedented level of insight for clients.
Key Messages - Value Proposition

AVOTUS DELIVERS:
• “Data” for Informed Decision-Making
• “Visibility” into your Network
• “Savings” both Immediate and Long-term

About Avotus

With more than 30 years of industry experience, Avotus is the award-winning provider of Intelligent Communications Management (ICM) solutions. ICM solutions enable users to optimize, manage and protect against misuse and abuse of their critical investments in telecom and technology. Avotus’ ICM lifecycle can be deployed in a manner that allows each engagement to self-fund the next, while putting cash on the client’s bottom line at each step. ICM solutions include: Enhanced Usage Reporting (EUR) for Unified Communications, Expense Management with ITAM Robot (EM), Intelli-Sourcing and Wireless Management. Avotus and its partners serve more than 1,000 clients in North America and around the world, many of which are industry-leading Fortune 5000 companies. ICM is Avotus' Intelligent approach to managing wireline and wireless assets, and a safeguard for your next-generation communications solutions.