



## **NOVO TECHNOLOGIES AND VERITAPE ANNOUNCE PARTNERSHIP TO BRING PCI DSS COMPLIANCE SOLUTIONS TO NORTH AMERICAN CALL CENTRES**

*Unique “Plug-and-Play” Solution Provides Significant Savings to Canadian and U.S. Call Centers Required to Comply with PCI DSS Rules*

**Levis, Qc, Canada, June 7th 2011** – Novo Technologies, a leading innovator and supplier of flexible, cost-effective and adaptable call recording solutions, and Veritape, the only call recording company accredited as a PCI DSS Participating Organisation are proud to announce a joint partnership that will allow Novo to include CallGuard™ in its NovoPCI™ solution portfolio. Built upon both companies’ recognized expertise, tools and proven track records, organizations now have access to a suite of high-performance solutions targeting Payment Card Industry Data Security Standard (PCI DSS) compliance.

CallGuard ensures that recorded telephone conversations are fully compliant with PCI DSS regulations. Compatible with any call recording system, the solution detects and blocks all “DTMF” tones (the sounds produced when keying in a number on a telephone keypad). This prevents call center agents or order placement staff from having any exposure to credit card numbers during a phone transaction. It also ensures that the credit card numbers being supplied by the customer are not stored. Quick and easy to implement, CallGuard provides better protection for cardholders, reduces scope for PCI DSS audits and reduces corporate risk due to security breaches.

PCI DSS requirements require significant time, resources and investment for companies who want and need to demonstrate that their call centers comply with these regulations. “CallGuard’s unique technology allows every call center to rapidly comply with the PCI DSS requirements without breaking the bank.” said Louis Turmel, President and CEO of Novo Technologies inc. “Novo endeavors to partner with the best in the industry. Today’s announcement is especially important to us since our customers and those that we serve in various markets are looking for cost-effective solutions to ensure higher performance when addressing compliance requirements.”

Cameron Ross, Veritape’s Managing Director said “For the first time, any business which already owns a call recording system can quickly and easily ‘bolt on’ PCI DSS compliance, by using CallGuard. Veritape is passionate about delivering high quality, PCI DSS compliant call recording solutions. We are delighted to announce our partnership with Novo Technologies, well known as an industry leader with a real focus on service and quality.”

### **About Novo**

For over 15 years, Novo Technologies’ call recording solutions have been used to build hundreds of compliance and quality management applications. With its leadership in the development and integration of new software solutions, Novo dedicates itself to helping organizations proactively and effectively capture and manage corporate transactional content. Consequently, organizations are able to extract business intelligence from customer interactions, thus providing their clientele with the best customer experience. Novo’s solutions are implemented in call centers of all sizes coming from a variety of industries in North America. For more information about Novo Technologies, please visit us at [www.novotechnologies.com](http://www.novotechnologies.com).

## **About Veritape**

Veritape is the only call recording company accredited as a PCI DSS Participating Organisation and we regularly give direct feedback on our customers' PCI compliance challenges and insights to the Council. CallGuard's technology delivers PCI DSS compliance to any call recording system, by eliminating cardholder data from customer conversations on-the-fly. Truly plug and play, CallGuard does not require integration with existing telephony, recording or IT architecture, nor any changes to a customer's payment gateway. For more information about CallGuard, visit [www.veritape.com/callguard](http://www.veritape.com/callguard).

### **Contact:**

#### **Novo Technologies**

Marketing Team

[info@novotechnologies.com](mailto:info@novotechnologies.com)

1-888-657-6686

#### **Veritape contact**

Veritape Marketing Team

[marketing@veritape.com](mailto:marketing@veritape.com)

+44 8458 99 55 00