



NEWS RELEASE

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Symmetrics Announces General Availability of Symmetrics Data Broker

Revolutionary New “Big Data” Reporting Platform Erases Boundaries Between Real-Time, Historical & Contact Detail Data

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VANCOUVER, CA — Symmetrics Business Intelligence, a provider of reporting solutions for contact centers, today announced the general availability of the Symmetrics Data Broker, a revolutionary new reporting platform that unifies real-time, historical, and contact detail data streams within a single, “big data” architecture. The new platform is currently in use by key customers in North America and Europe.

[\(ANNOUNCEMENT WEBINARS: EMEA Wednesday, October 12, 10 a.m. CET, North America Thursday, October 13 1 p.m. ET/10 a.m. PT\)](#)

With the Symmetrics Data Broker, contact center administrators can use a single data integration platform to seamlessly mix and match real-time data streams with historic, summarized, and/or contact detail information in customized reports, scorecards and dashboards.

“Our mission in the contact center reporting world has always been to break down the silos of data between contact center systems,” says Richard McElroy, Symmetrics president and chief operating officer. “First, our Symmetrics Data Mart eliminated data silos from the historic data stored in ACDs, IVRs, workforce management systems and other contact center applications. But another barrier remained — the walls between real-time data streams, historic data repositories with aggregated and summarized data, and the very granular contact detail data that tracks every step of the customer interaction.”

“What we needed was a new kind of platform that uses proven ‘big data’ technologies to unite these three data domains using a single architecture. The Symmetrics Data Broker is that platform.”

Proven “Lambda” Architecture

The Symmetrics Data Broker is based on the “lambda” data processing architecture designed to handle massive quantities of data through both streaming and batch-processing methods. Using a generic architecture designed for scalability and fault-tolerance, the Symmetrics Data Broker uses this proven method for collecting, processing and analyzing huge amounts of real-time data from virtually any contact center system that provides it. It can also aggregate and store such data for long-term trend reporting through conventional data warehouses like the Symmetrics Data Mart.

Furthermore, the Symmetrics Data Broker can act as an enabling service for core contact center systems requiring outside data — for instance, Symmetrics has developed “snap-ins” offering data retrieval and storage capabilities to Avaya Breeze, Avaya’s engagement development platform.

An Open Platform

McElroy notes that while the Symmetrics Data Broker can act as the common integration platform for the rest of Symmetrics Suite’s reporting modules, each of these modules can still be deployed independently or together in any combination a customer needs.

And as a completely open platform, the Symmetrics Data Broker can integrate with any third-party reporting solution the customer may choose, just like the rest of Symmetrics Suite, he adds.

“With the Symmetrics Data Broker, we finally have a single architecture that effectively erases the boundaries between real-time, historical, and contact-detail data as it is created,” McElroy concludes. “Today’s real-time data can form the basis of tomorrow’s historical trend report — or cradle-to-grave audit report.”

Integrating with major contact center systems from Avaya, Cisco, Verint, Aspect, Unify and Interactive Intelligence, Symmetrics Suite is a modular reporting solution that includes:

- **Symmetrics Data Broker**, a revolutionary new platform that unites real-time, historical, and contact detail data streams within a single reporting architecture.
- **Symmetrics Data Mart**, which consolidates historical data from multiple contact center systems and applications and/or multiple call centers into a true data warehouse optimized for reporting and analytics.
- **Symmetrics Info Manager**, an intuitive, easy-to-use, web-based reporting application to design, access, schedule, manage and interact with all of a contact center’s relevant real-time, historical and contact-detail data.
- **Symmetrics Real Time**, a module that taps into multiple contact center systems’ native real-time interfaces and APIs to deliver mission-critical contact center metrics in true real-time.

- **Symmetrics Contact Detail**, a module for analyzing granular, detail-level data to help troubleshoot call failures, issues or problems, and to better understand the overall customer experience.

About Symmetrics

Symmetrics Business Intelligence specializes in real-time, historical and contact detail reporting for contact centers. We take best practices from business intelligence, data warehousing, and big data and apply them to the specific domain of the contact center. With support for major systems from Avaya, Cisco, Verint, Aspect, Unify and Interactive Intelligence, our Symmetrics Suite allows you to bring all your contact center information together in one place for reports, dashboards and scorecards that solve business problems. Our solutions fit the unique reporting and analysis needs of our customers, no matter how many different systems, applications, or call center sites they have. For more information, please visit <http://www.symmetrics.com> .