

What happens to a call after it connects

Recording and compliance, conversation intelligence, AI agents, live dashboards and cloud contact centre. Five products that sit on top of the phone system a business already runs.

THE PORTFOLIO

RAMP	CXEX	AURA	Wallboards	ipSCAPE
Recording archive	Conversation AI	AI agents	Live dashboards	Contact centre

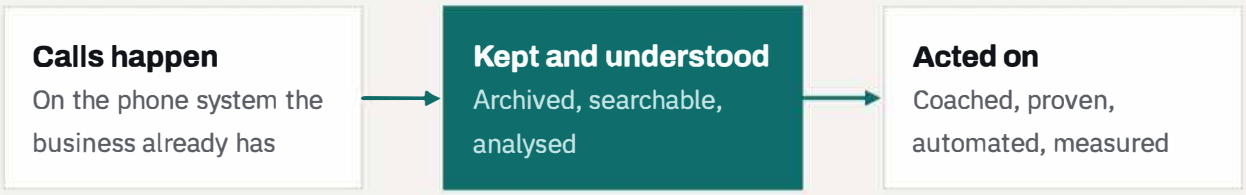
Sold, implemented and supported across the United States and Canada by SPARK Services, with ClearPath Technology Partners.

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Five products, three jobs

Most businesses already have a phone system that works. What they do not have is a record they can defend, an understanding of what was said, or a way to handle the calls nobody has time for.

THE SHAPE OF IT



KEEP THE RECORD

RAMP

Captures call recordings into a secure, searchable archive with retention of up to seven years, permission-controlled access and a full audit trail.

Who buys it — anyone with a recording obligation or a reason to prove what was agreed: finance, insurance, healthcare, legal, collections, field service.

UNDERSTAND IT

CXEX

AI analysis across every recorded conversation — summaries, sentiment, topics and automated scorecards, without listening to calls one at a time.

Who buys it — contact centres, sales teams and service desks running a quality or coaching programme.

HANDLE AND MANAGE

AURA · Wallboards ipSCAPE

AURA puts AI agents on the phone to answer, qualify and route. **MyWallboards** puts live queue and team statistics on any screen in the room. **ipSCAPE** is a full cloud contact centre for businesses the phone system has outgrown.

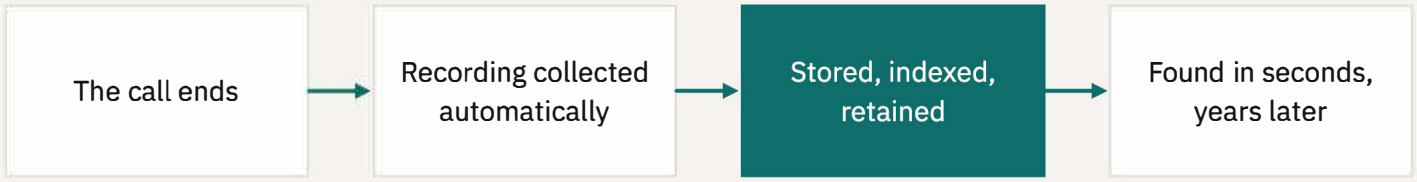
Who buys it — teams answering shared queues, businesses missing calls, and operations already shopping for a contact centre platform.

Products are sold individually or together. Licensing differs by product — per user, per agent seat or per customer tenant — with volume pricing applied across the account. Ask for the current price list.

A recording you can find, and prove

Phone systems record calls. Very few retain them for years, control who can hear or delete them, or answer cleanly when somebody asks what was said eighteen months ago.

HOW IT WORKS



WHAT IT DOES

- Collects recordings off the phone system with no manual export
- Retention configurable up to seven years, held independently of the phone system
- Search and play back by date, number, extension, agent or duration
- Role-based permissions covering who may listen, download or delete
- Deletion is permissioned and logged with a recorded reason
- Optional AI transcription, making the spoken archive searchable as text

WHY IT HOLDS UP

Phone platforms are adding transcription quickly. None is building a governed archive. The more a business records, the more it has to retain properly — so this product gets more valuable as the platforms improve, not less.

GOOD FIT WHEN

A regulator, insurer or contract requires calls to be kept

Disputed orders, quotes or instructions are a recurring cost

Recordings sit on the phone system with no retention policy

Several sites or entities need one place to search

LICENSED
Per customer tenant, plus storage and transcription by usage.

STORAGE
Secure cloud storage, held separately from the phone platform.

PLATFORMS
[CONFIRM SUPPORTED PLATFORMS BEFORE ISSUE]

Quality management, not a sentiment score

A supervisor reviewing calls by hand gets through a handful per agent per month, chosen more or less at random. CXEX reviews all of them and surfaces the ones worth a human listening to.

EVERY CALL SCORED, NOT A SAMPLE — ILLUSTRATIVE



A weighted scorecard applied to every conversation. The low score is where a supervisor spends their time.

WHAT IT DOES

- A written summary of every call, read in seconds instead of listened to
- AI scorecards grading conversations against criteria the business sets
- Sentiment across the conversation, with emotion detection as an add-on
- Topic and trend detection — what customers are calling about this week
- Compliance phrase checking, flagging where required wording was missed
- Dashboards by agent, team and period, with extra analyst seats available

FOUR LICENCE LEVELS

UCaaS Entry	General business calling
UCaaS for Sales	Sales conversations
Call Centre Service	Support operations
Call Centre Sales	Outbound and revenue

THE HONEST COMPARISON

Several phone platforms now include basic transcription and a sentiment label. If that is all a business needs, it already has it. CXEX is for the operation running a real quality programme.

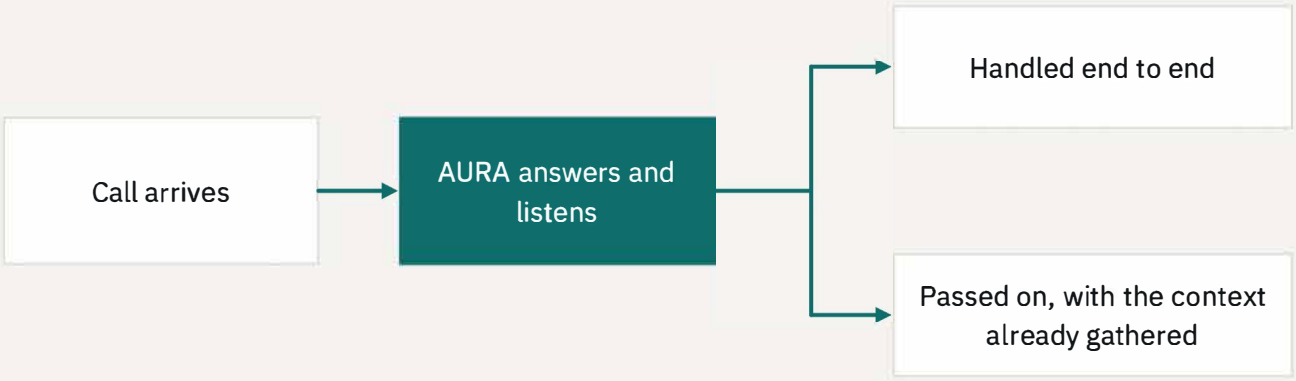
LICENSED
Per agent seat, per month.

ADD-ONS
Compliance · Emotion · Analyst seats

WORKS FROM
Recorded calls. Pairs naturally with RAMP.

The calls nobody has time to answer

Most businesses lose calls in the same two places: outside working hours, and during the fifteen minutes when everyone is already on the phone. AURA takes those calls.



WHAT IT DOES

- Answers inbound calls as an extension on the existing phone system
- Holds a natural spoken conversation using the business's own information
- Qualifies the caller and routes to the right person when a human is needed
- Works across email, web chat and messaging as well as voice
- Configured to each business rather than a generic assistant

WHERE IT EARNS ITS KEEP

After hours — calls that hit voicemail or ring out

Overflow — the caller who would otherwise wait, or hang up

Routine enquiries — hours, order status, directions, bookings

Triage — gathering details before a person picks up

SET EXPECTATIONS PROPERLY

An AI agent is not a replacement for the team. Deploy it where the alternative is nobody answering. Agree up front what it handles, what it escalates, and what happens to a call it cannot help with.

LICENSED

Per customer account, plus usage by minute, message or conversation.

TELEPHONY

Runs over the existing phone system and carrier.

What the room needs to see, on the wall

A supervisor managing a busy queue makes decisions every few minutes. Those decisions need live numbers in the room, not a report at the end of the day.



WHAT IT DOES

- Live queue and team statistics drawn straight from the phone system
- Runs in a browser, so any screen or spare monitor becomes a wallboard
- Different views per team, each showing only what that team needs
- Visible on the floor and to supervisors working remotely
- No hardware to buy and nothing to install on the screen itself

GOOD FIT WHEN

A team answers a shared queue and volume moves through the day

Service levels are promised to customers and have to be held

Supervisors are managing several teams or sites at once

The built-in reporting shows yesterday, but not right now

PLATFORM AVAILABILITY

Confirm current availability for the customer's phone system before quoting or committing to a deployment date.

LICENSED

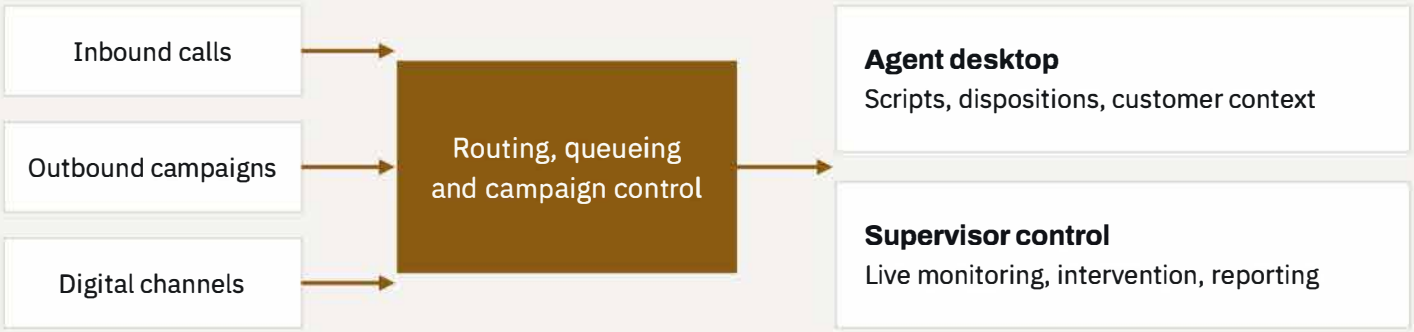
Per extension monitored, with volume bands by deployment size. Minimum deployment applies.

TERM

Short minimum term, making it straightforward to trial on one team first.

When the phone system is no longer the right tool

There is a point at which a business stops making calls and starts running a contact centre. Queues become skills, campaigns need managing, and the phone system's reporting stops being enough.



WHAT IT IS

- A dedicated cloud contact centre platform, licensed per named agent
- Inbound routing, outbound campaigns and the tooling to run both
- An agent desktop built for volume handling rather than a desk phone
- Live supervisor control, not only after-the-fact reporting

CONSIDER IT WHEN

Agent numbers are growing and the phone system's queueing is at its limit

Outbound campaigns need managing rather than dialling by hand

Supervisors need live control, not just visibility

The business is comparing contact centre platforms already

A NOTE ON POSITIONING

Most businesses do not need this, and selling it to them serves nobody. Where a contact centre platform is genuinely on the table, ipSCAPE competes well on price against what it will be compared with.

LICENSED

Per named agent, per month, by contract term.

TERM OPTIONS

36-month, 12-month or on-demand. Longer terms carry the lower rate.

ONBOARDING

Configuration and training scoped per deployment.

One relationship, one invoice, local support

Everything in this portfolio is contracted, provisioned, supported and billed through a single local relationship. The customer deals with one team.

Supported locally

First-line support from people the customer can reach during their own working day.

Added, not replaced

Nothing here replaces the phone system. There is no migration to sell or survive.

Start with one

Most customers begin with one product on one team, and add the rest once it has proved itself.

A SENSIBLE ORDER TO SELL IN

01 **RAMP first.** It needs no change to how anyone works, and the reason to buy is usually already sitting in a contract or a regulation.

02 **CXEX where there is a team to manage.** It runs on the recordings RAMP is already keeping, so the second sale is easier than the first.

03 **Wallboards where there is a queue.** A short minimum term makes it easy to trial on a single team.

04 **AURA and ipSCAPE by situation.** AURA where calls are being missed. ipSCAPE where a contact centre platform is already being evaluated.

NEXT STEP

Ask for a demonstration of any product, or a scoped quote against a specific customer's environment.

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Capabilities, licensing models and platform support are subject to change and to the applicable product terms. Pricing is issued separately.