



**For Immediate Release**

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**For dvsAnalytics, Inc.:**

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**dvsAnalytics' Encore Solution Remains PCI DSS Compliant**  
***Encore Enables Organizations to Maintain Compliance with the***  
***Latest PCI DSS Requirements Involving the Storage of Sensitive Data***

**Scottsdale, AZ – March 15, 2010:** dvsAnalytics, a leading provider of data, video, and speech recording and analytics, announced today that its [Encore™ Technology Suite](#) is compliant with the latest Payment Card Industry Data Security Standards (PCI DSS).

In January 2010, the PCI Security Standards Council (SSC) clarified its position on the storage of call and voice recordings. PCI DSS requirement 3.2 now states that organizations must not store sensitive data, including magnet stripe data, card validation code or value, and PIN data, subsequent to authorization – even if encrypted. By not storing sensitive data, customers are protected against the creation of fake payment cards and fraudulent transactions.

Furthermore, the PCI SSC prohibits the use of any form of digital audio recordings for storing CAV2, CVC2, CVV2, or CID codes after authorization if that data can be queried. If recordings cannot be data mined, storage of CAV2, CVC2, CVV2, or CID codes after authorization may be permissible as long as appropriate validation has been performed.

dvsAnalytics' Encore Voice Recording solution maintains compliance with the latest PCI DSS requirements by not enabling sensitive data to be queried and by removing all sensitive portions of a call. For example, when a credit card transaction occurs over the telephone, Encore detects the event and automatically inserts tabs into the recording where the sensitive information was provided. That portion of the call can be either immediately scrubbed, or encrypted and removed later, enabling organizations to remain in compliance while also retaining non-sensitive information, including customer names, account numbers, call result codes, etc., which can be used to identify training opportunities and improve processes.

“Protecting sensitive consumer data is necessary for organizations today,” said Kathleen Kelly, President and CEO at dvsAnalytics. “However, businesses do not have to delete the entire call in order to remain compliant. With Encore’s powerful desktop analytics and scrubbing features, our customers are able to maintain compliance while also retaining the remainder of the call, which can then be used for quality management and training purposes.”

PCI DSS is a set of comprehensive security requirements for entities that store, process or transmit cardholder data, and has been endorsed by all the major card brands – American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa Inc.

**About dvsAnalytics, Inc.**

dvsAnalytics (formerly TDI, Inc.) is a leading provider of agent productivity and analytics solutions for enterprises and contact centers. Its award-winning technology, Encore, brings together voice and screen recording, quality monitoring, performance management, coaching, and reporting into a unified solution for analyzing customer interactions, capture business intelligence, and enhancing the customer experience. For more information, contact Rachel Sauerbrey at 480.538.7744, or visit [www.dvsAnalytics.com](http://www.dvsAnalytics.com).