

Implementation of

# PCI Compliance

to enable  
business growth



Security compliance opening doors for  
banking, finance and healthcare sectors



CASE STUDY

CallAssistant

Call Scripting Technology Company

## background

### CallAssistant

Headquarters : Salt Lake City, US

Launched : 2009

Won the prestigious PACE Technovision Award in 2012.

CallAssistant is a technology company specializing in scripted outbound and inbound calls for lead qualification, survey, order taking, sales etc.

CallAssistant uses Echo, its patented call scripting technology, to help deliver industry leading performance, peerless compliance, and remarkable customer experience on every call



*“Based on Echo's ability to deliver perfect call presentation and boosting agent productivity up to 3x times, key players from the banking, finance and healthcare industries wanted to partner with CallAssistant . To explore these opportunities, PCI compliance was required and CallAssistant needed a partner to help achieve this really quick”*

*Aniket Shaligram,  
Business Head, Talentica*

## challenges

Many businesses in the banking, finance and healthcare industries saw Echo as a perfect fit, but were prevented from using it since industry norms required certain security compliance measures which Echo did not have.

### ▼ PCI Compliance in the quickest possible turnaround time

To avoid losing business opportunities, Call Assistant needed to achieve PCI compliance in the quickest possible time, factoring in key PCI elements such as; network security, card data protection, vulnerability assessment, strong access control, information security

### ▼ Minimal Investment on Resources

PCI compliance on multiple parameters had to be achieved with minimal investment on infrastructure and licenses on top of the existing Microsoft stack

## CASE STUDY : CALLASSISTANT

Implementation of PCI Compliance to enable business growth

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We delivered on CallAssistant's expectations in merely 60 days. We leveraged open source technology and used the minimum infrastructure, mandatory for PCI compliance.

Manjusha Madabushi  
CTO, Talentica

## solution

Keeping timeline pressures and resource constraints in mind, Talentica ruled out a hardware based solution for PCI compliance and built a custom solution using the existing technology stack.

There was little information available on security requirements, apart from the PCI guideline yet the security aspects of our solution adhered to every aspect of the PCI guideline.



### BUILDING ON TOP OF EXISTING TECHNOLOGY STACK



- ▼ Despite it being easier to use SQL along with a Microsoft based stack, Talentica used MySQL to build the PCI compliance module in order to keep costs low for CallAssitant
- ▼ The solution adhered to every aspect of the PCI guideline and enabled ECHO to achieve PCI compliance Level 4

### MANAGING PCI KEY CHANGE

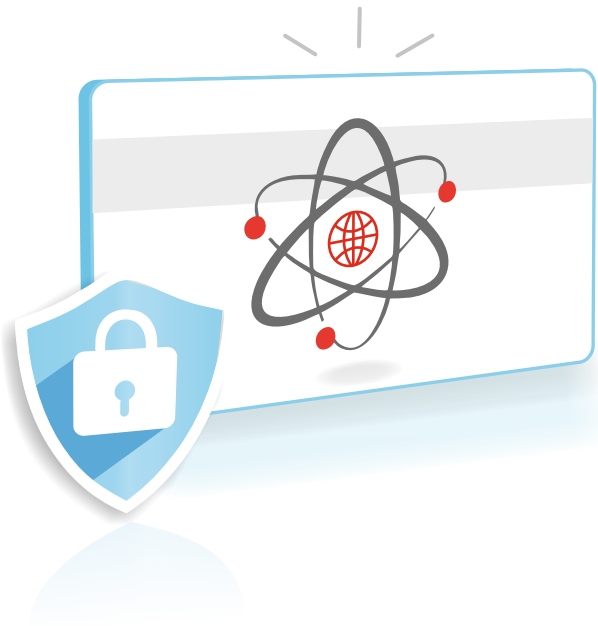


- ▼ Making our solution secure and easily manageable, by performing the key change without exposing decrypted data

### ASYMMETRIC ENCRYPTION WITH MYSQL



- ▼ Building a service to manage encryption and decryption since MySQL did not provide for asymmetric encryption

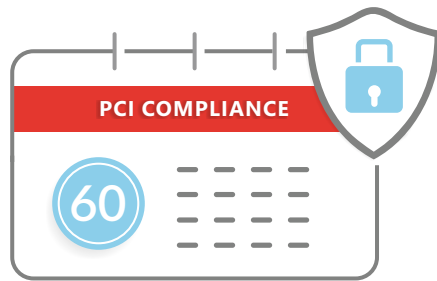


## technology

- ▼ Programming Languages: C++, C#, T-SQL, VC++, C#, VB.Net, Javascript
- ▼ Databases: MySQL, SQL Server
- ▼ Message Queue: Rabbit MQ, MSMQ
- ▼ Frameworks: Asp.Net, WPF, Entity Framework, CAB

## results

### PCI COMPLIANCE IN 60 DAYS



- ▼ Using MySQL to build on top of CallAssistant's current stack, PCI compliance was achieved in 60 days flat

### NEGLIGIBLE IMPLEMENTATION AND MAINTENANCE COST



- ▼ Effectively using open source technology and adding only the mandatory requirement of a single server for PCI compliance, we were able to bring down the implementation and maintenance costs to nearly zero

### NEW AVENUES IN BANKING AND HEALTHCARE SECTOR



- ▼ CallAssistant could now explore partnerships in Banking, Finance and Healthcare sectors. Companies like AlliedHealth, Guthy-Renker were early adopters of Echo post the PCI compliance

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