



PRODUCT OVERVIEW

What is communication intelligence?

And why your conversations know more than your reports do.



It doesn't just count calls. It explains them.

Shadow Analytics turns every communication touchpoint – voice, messaging, video, SMS and AI agents – into one reporting foundation, then tells you what it means. It is:



Unified

One data lake for every channel, not a dozen siloed exports



Historical

Demand, trends and performance movement measured over time



Watchful

Trained to flag bottlenecks, anomalies and potential outages



Actionable

Dashboards, alerts and reports that reach the right people

One foundation, every channel.

Nothing to stitch together by hand. Every touchpoint lands in the same place, and the analysis runs on top of it.

1

Capture

Every communication touchpoint across the ecosystem, collected automatically.

2

Unify

One reporting foundation in place of disconnected channel exports.

3

Analyze

Traffic, sentiment, performance and health measured against each other.

4

Surface

Dashboards, alerts and scheduled reports delivered where teams work.

You already have call logs.

How is this different?

Call logs

Counts what happened

One channel at a time

You build the report

A number without context

A static snapshot

Shadow Analytics

Explains why it happened

Every channel in one view

Reports build themselves

The number and the reason

Movement over time

What it shows you.

One reporting foundation, six ways of interrogating it.



Unified Data Lake

One foundation for every touchpoint



AI Report Builder

Plain-language queries, no custom reports



Traffic Analysis

Peak periods, patterns, forecasting



Pattern Intelligence

Demand and performance over time



Voice & Sentiment

Transcription, sentiment and CSAT



Ecosystem Health

Adoption, risk signals and outages

Every channel, one view.

Your customers do not think in channels, and neither should your reporting.
Shadow Analytics measures them together rather than one export at a time.



Voice



Messaging



Video



SMS



AI Agents

— measured together, in one omnichannel view.

LET'S TALK

Ready to see the whole picture?

Shadow Analytics is available now. We will point it at your ecosystem and show you what your conversations have been telling you.



AI-driven Communication Intelligence

Bridging gaps. Unifying experiences. Powering innovation.

www.rsicloud.com

+1 905 576-4575

50 Richmond Street East, Suite 100, Oshawa, Ontario, L1G 7C7

Founded in 1990



SCAN TO VISIT

BETTER INSIGHTS. BETTER DECISIONS. BETTER OUTCOMES.
