

RSI Evolves Shadow Analytics From Call Analytics Into a Full Communication Intelligence Platform

New capabilities bring pattern intelligence, omnichannel analytics, MCP & natural-language reporting together across multi-vendor UC and CC ecosystems

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RSI transforms contact center data into actionable intelligence, helping organizations understand customer experience, improve performance, monitor ecosystem health and achieve better outcomes.”

Rito Salomone

Ltd. (RSI), a communication intelligence provider serving enterprises across RingCentral, Microsoft Teams, Cisco Webex, Zoom, Intermedia, and other leading unified communications and contact center platforms, today announced the evolution of its flagship [Shadow Analytics](#) platform from a traditional call accounting system into a full AI-driven communication intelligence platform.

The shift reflects a broader change in how organizations communicate. Voice now shares the stage with messaging, video, SMS, and AI agents handling interactions of their own, and most enterprises run more than one communications platform at a time — often from more

than one vendor. RSI says that growing complexity is exactly why call accounting, while still a necessary component, could no longer stand on its own as the full picture of an organization's communication ecosystem.

"For decades, call accounting answered one question: what happened on this call," said Rito Salomone, President of RSI. "That's not the question our customers are asking anymore. They want to know what's happening across every platform they run, every channel their customers use, and increasingly, how their AI agents are performing alongside their human ones. Shadow Analytics had to become communication intelligence because that's what the job actually is now."

Expanded Capabilities

As part of the evolution, Shadow Analytics now brings together:

- * Pattern intelligence and trend-line analysis — surfacing traffic patterns and peak periods before they become operational problems, not just after.

- * Omnichannel analytics — measuring voice, messaging, video, SMS, and AI-agent activity together rather than as separate, disconnected exports.

- * Real-time alerting alongside historical dashboards — so supervisors see problems as they happen without losing the longer-term trend view.

- * Cradle-to-grave call journey reporting across voice and data channels, with recordings and transcripts synchronized to the full interaction timeline.



- * AI Builder, which turns complex reporting requests into plain-language conversations, producing custom reports without a technical report-writing queue.

- * Agentic AI performance comparison against human agents, as AI increasingly handles live customer interactions alongside people.

- * Multi-platform, multi-vendor support, unifying reporting across organizations running multiple platforms and one to several UC or CX vendors side by side.

- * Ecosystem health monitoring, tracking adoption and risk signals across the full communication environment rather than a single system.

- * Scheduled, automated delivery of reports and dashboards directly into the tools and inboxes teams already use.

- * A unified data lake underpinning all of it — a single foundation for every form of communication data, replacing the patchwork of channel-specific exports most organizations rely on today.

- * Shadow Analytics MCP, connecting the platform directly to the AI tools and agentic workflows organizations already use, via the open Model Context Protocol standard, so teams can ask

questions from their own AI assistant instead of logging into a separate portal.

AI Optional, By Design

RSI emphasized that the platform's expansion into AI-driven capabilities is not mandatory for customers who prefer traditional reporting. Shadow Analytics includes a master configuration switch that fully disables AI tooling for organizations that want the platform's reporting depth without any AI involvement.

"Not every organization wants AI in the loop, and that's a legitimate choice, not something we try to talk customers out of," Salomone said. "We built a switch that turns all of it off and hands you the same powerful traditional reporting engine everything else is built on. Communication intelligence should be a choice, not a requirement."

[About RSI](#)

Resource Software International Ltd. (RSI) has been building communication intelligence solutions since 1990. The company's Shadow Analytics, Shadow Agent, and Shadow Analytics MCP products serve enterprises across RingCentral, Microsoft Teams, Cisco Webex, Zoom, Intermedia, Mitel, and other major unified communications and contact center platforms. RSI is a RingCentral ISV Premier Partner and a Cisco Preferred Technology Partner. The company is headquartered in Oshawa, Ontario, Canada.

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