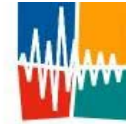


**SpeechTEK** WEST 07  
Unleashing the Potential of Speech Technology



**VoiceObjects**



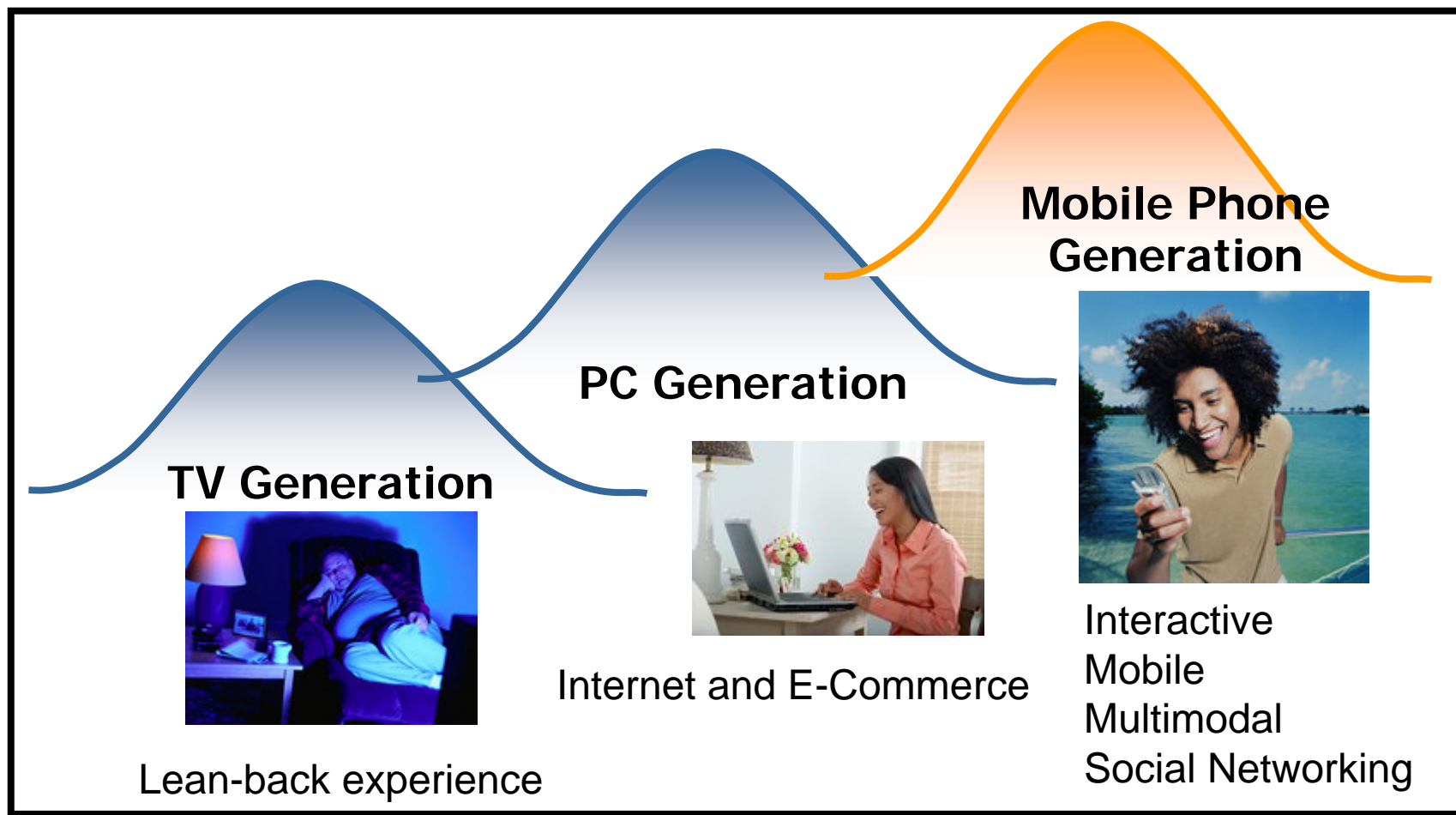
# Bridging IT & Telephony

**Michael Codini**  
Chief Technology Officer

# Telephony Goes Mobile



VoiceObjects





# New Customer Experience



High

Resolution

Display

Video

Audio

Text

Graphics

Multimedia  
Content

Visual Interaction

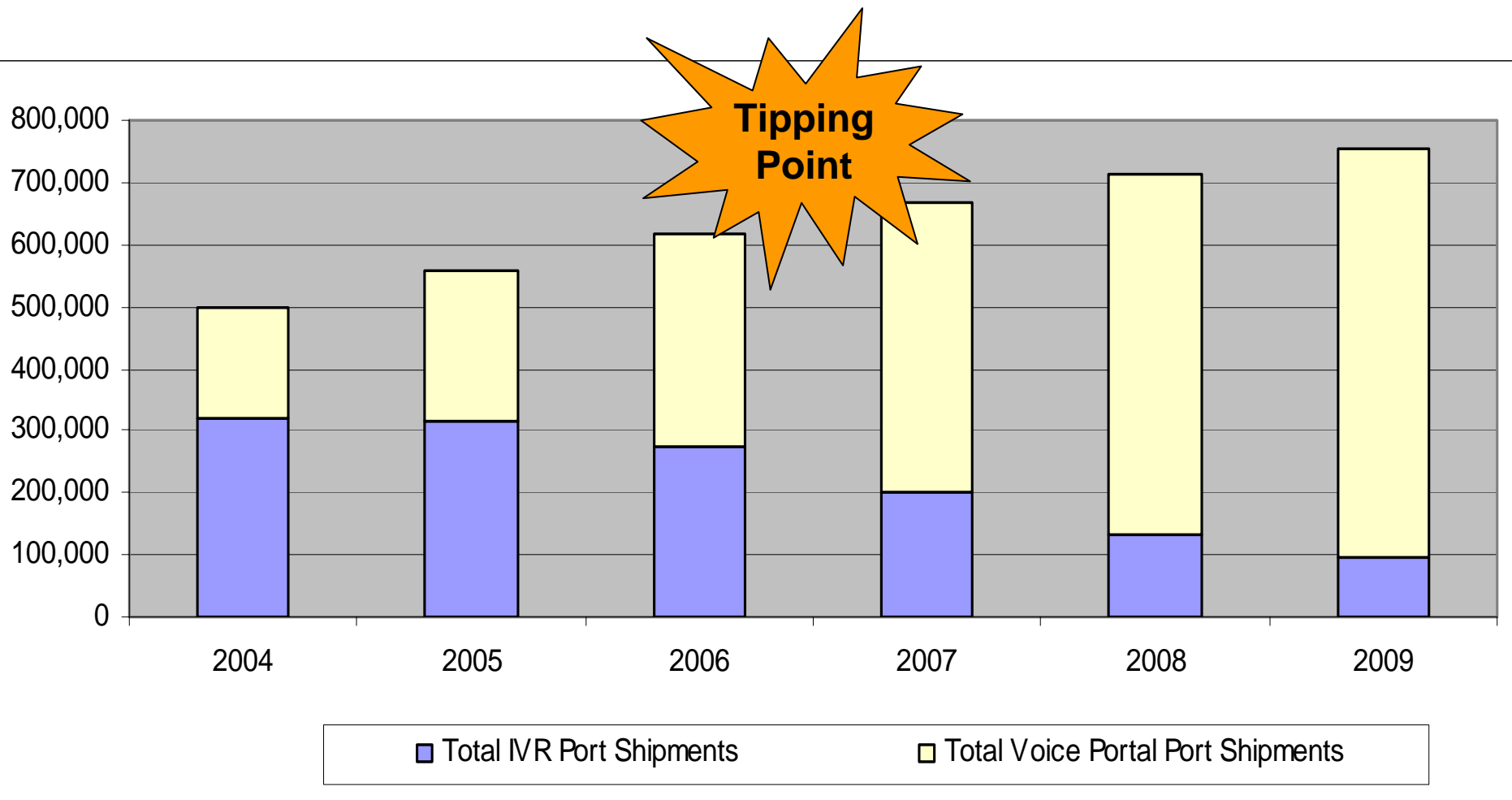
Multiple  
Modalities  
& Channels

Speech  
Input

New  
DTMF  
Experience

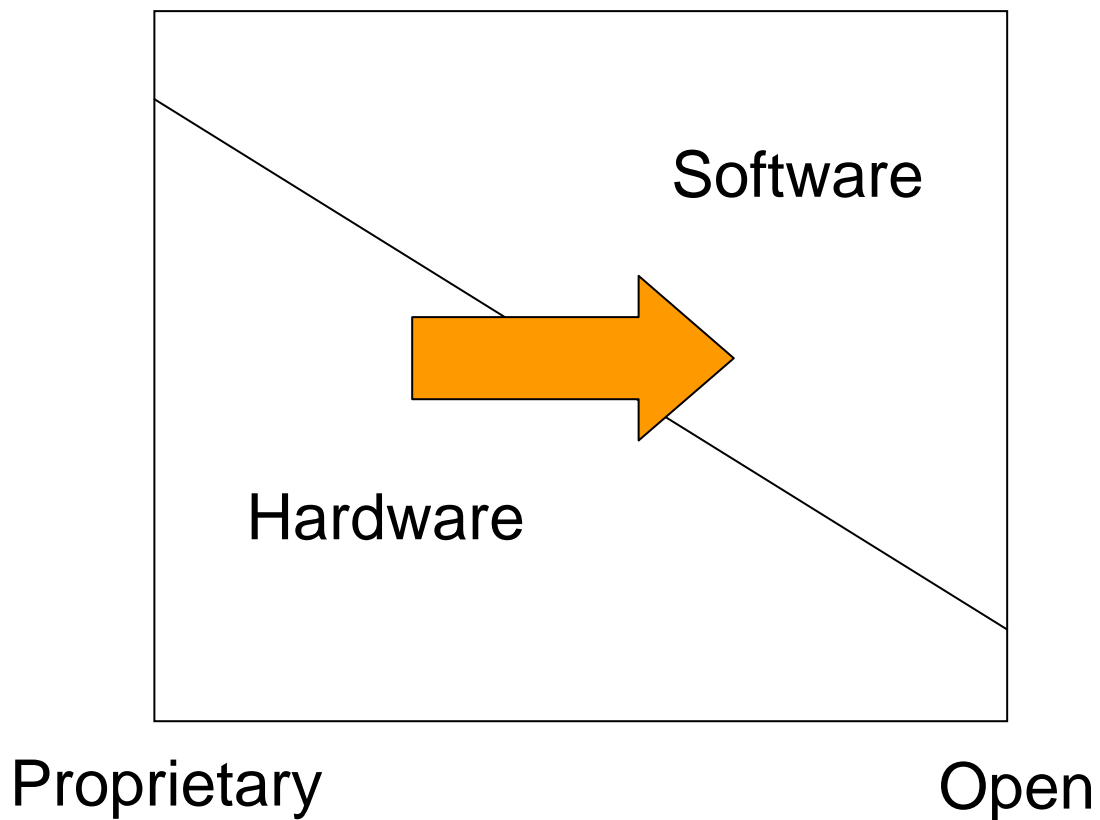


# Voice Market in Transition



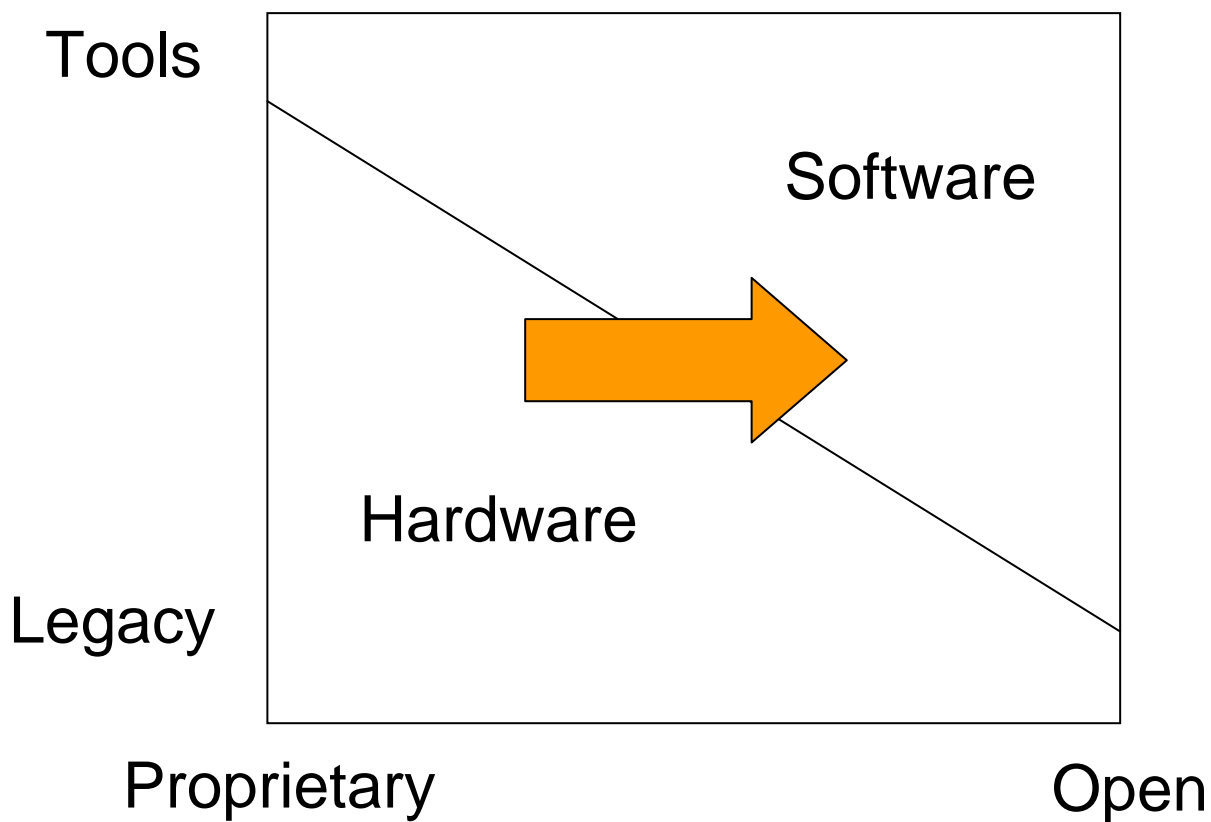
Source: Gartner Dataquest (March 2006)

# Voice Market in Transition



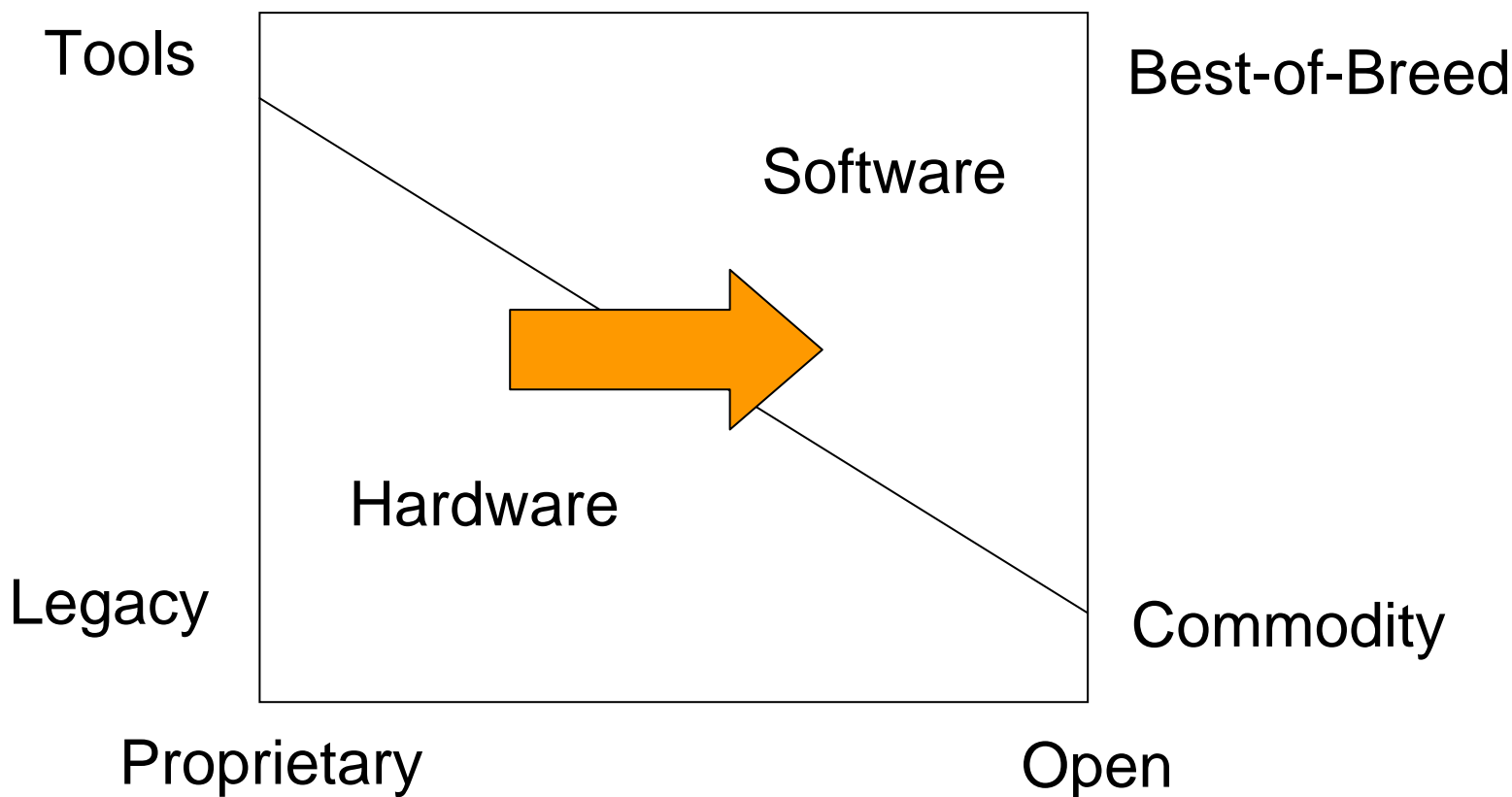


# Voice Market in Transition



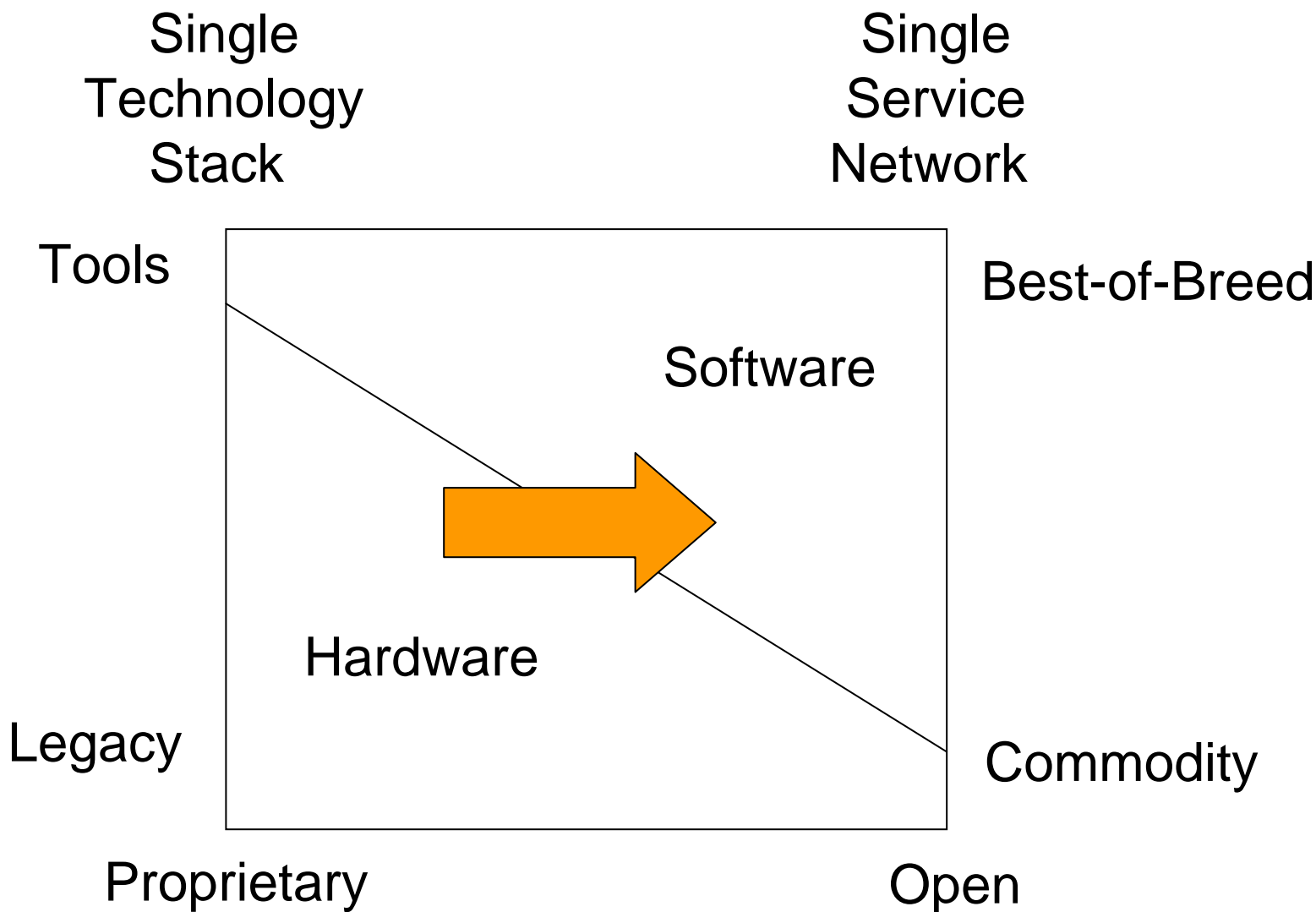


# Voice Market in Transition





# Voice Market in Transition





# A Fundamentally Different View

## Single Technology Stack

Invest to reach a  
single  
stack

Get all you need from  
one vendor

Replace what you  
have

Periodic releases will  
provide the  
enhancements  
your company needs

## Single Service Network

Expect heterogeneity

Commit to open standards  
and leverage the R&D of  
the industry

Unlock your existing  
investments

Delivering IT Innovation  
must be  
an organizational core-  
competency



# Business Challenges

## ✓ Increase operational efficiency

- Improve productivity from existing systems
- Streamline and optimize business process
- Built-in, re-use and adaptation, no 'starting over'
- Bridge telephony and IT to a competitive business asset

## ✓ Provide a unified view of the business

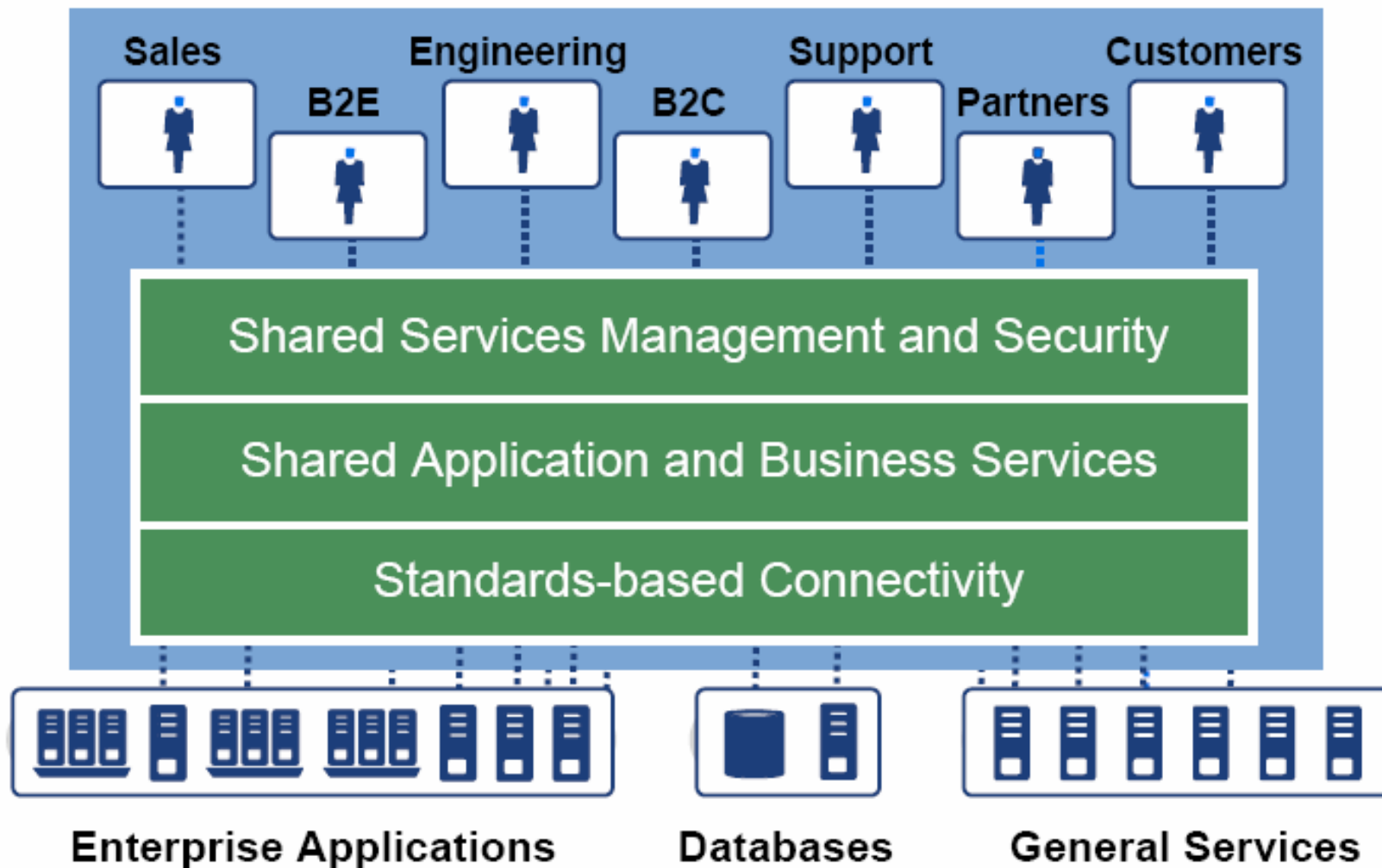
- Eliminate silos and create end-to-end visibility into and across the business
- Provide customer specific views of processes and information

## ✓ While ...

**Achieving faster time to value**

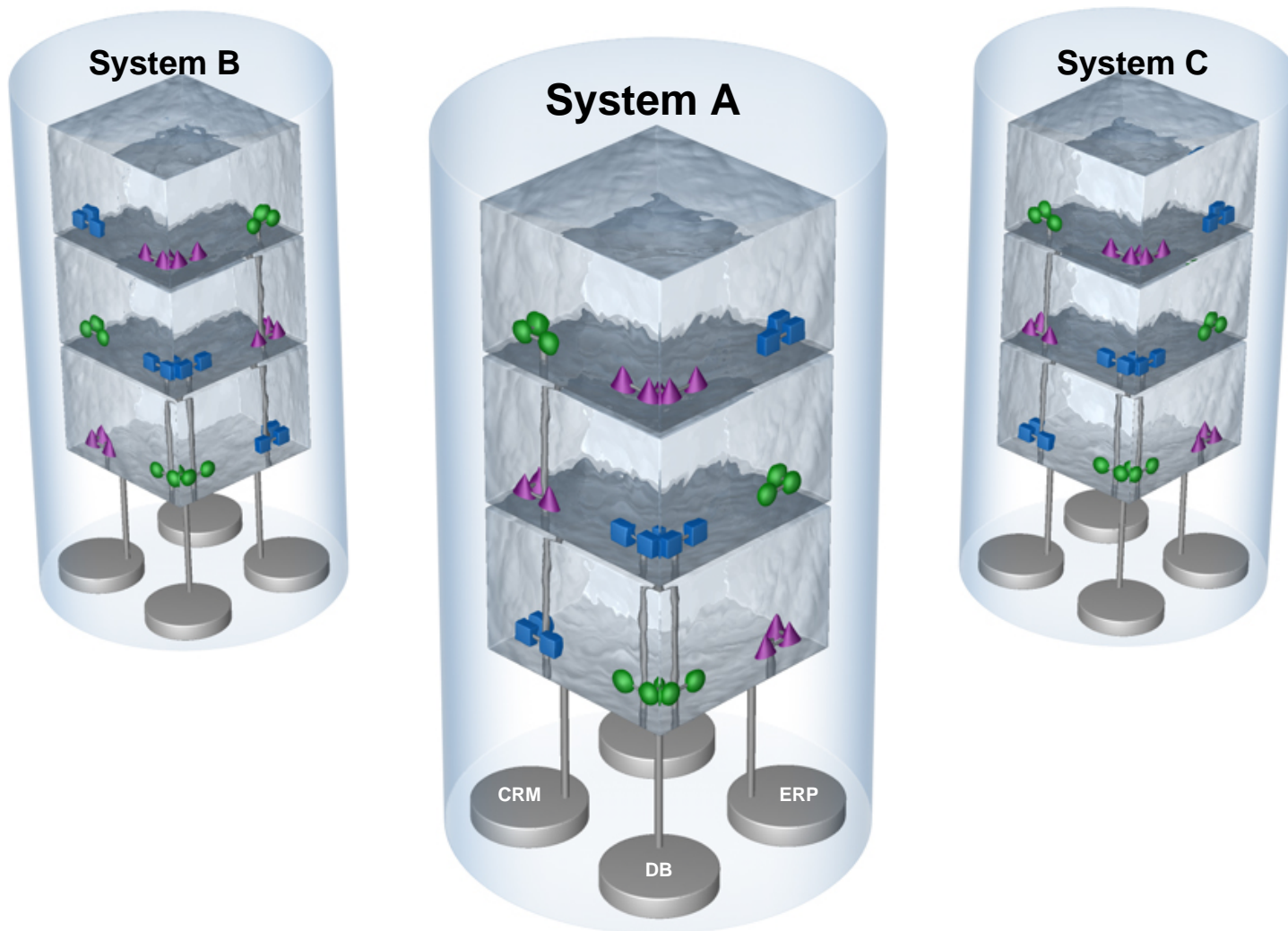


# IT => Service Oriented Architecture



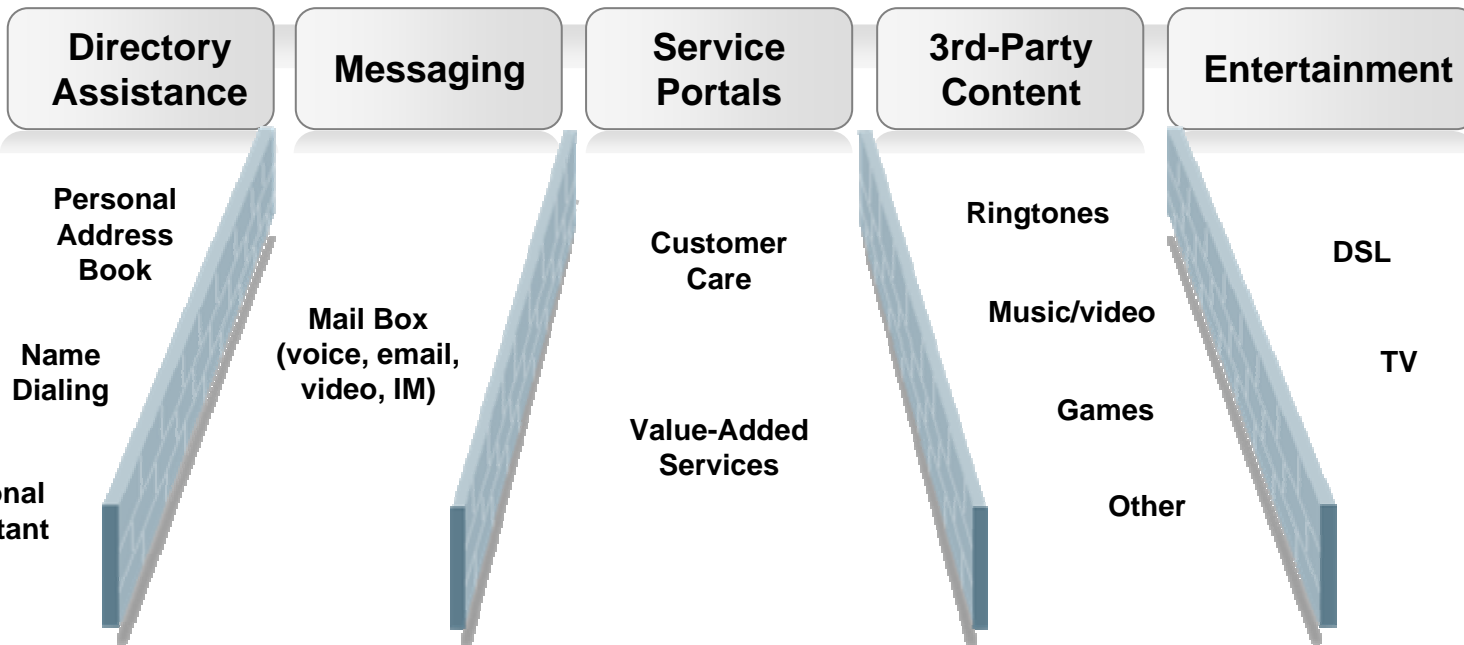
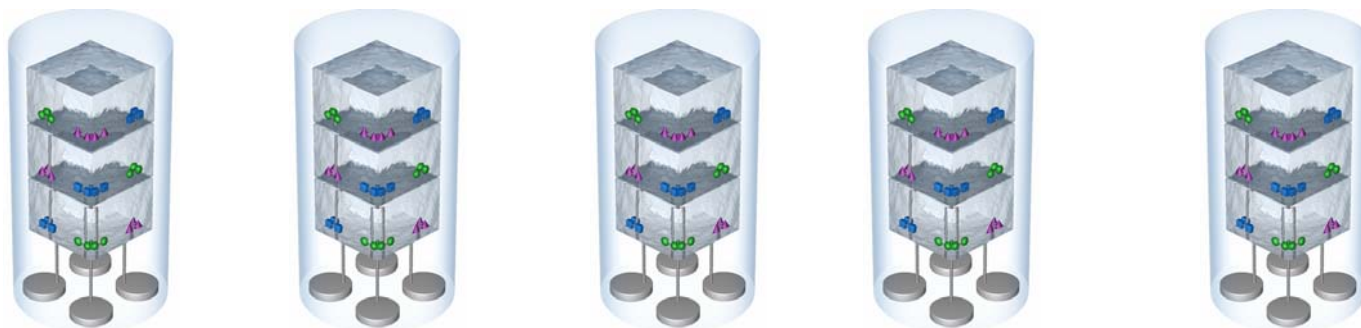


# Telephony => Silos of Frozen Assets



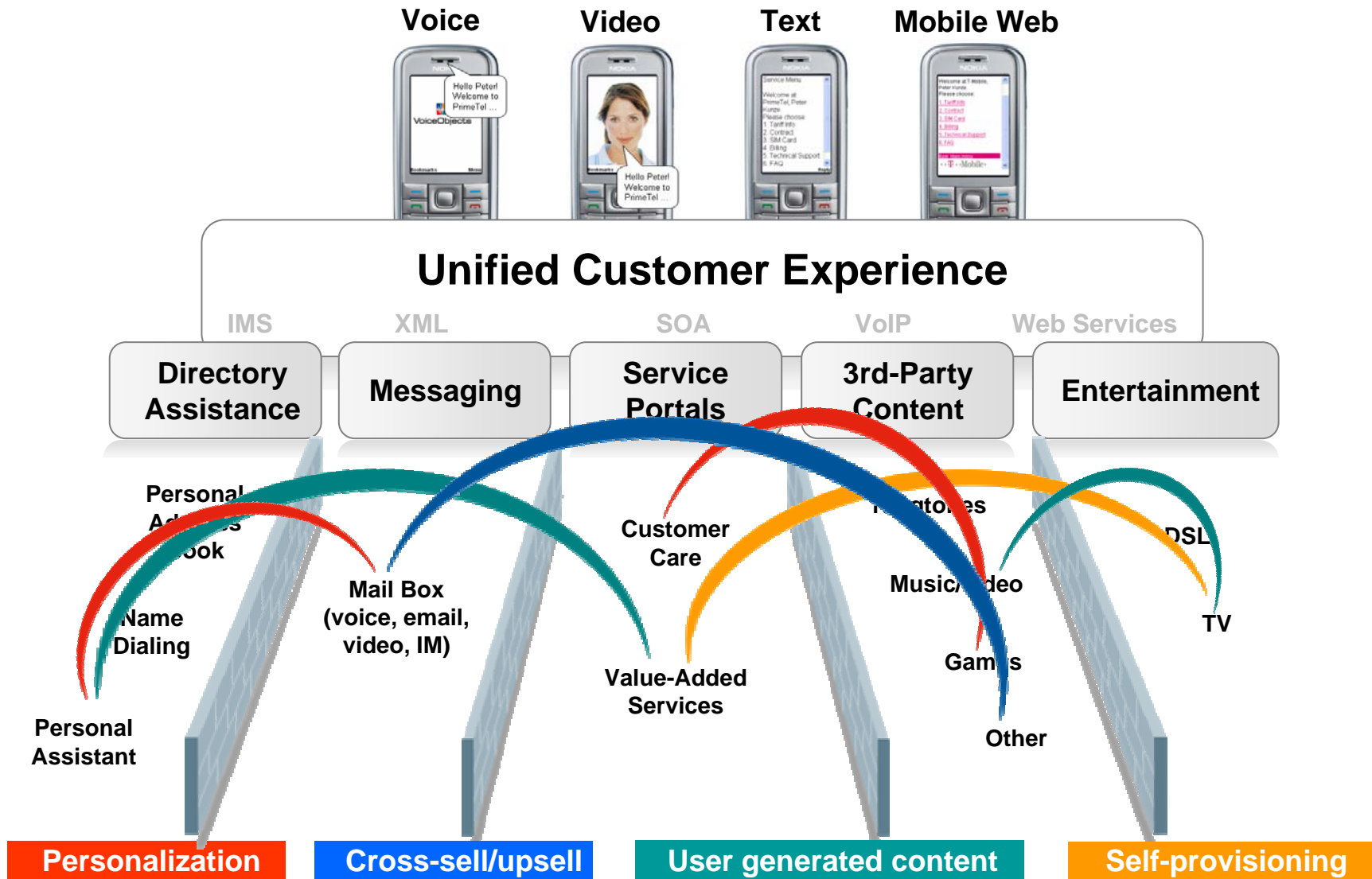


# Example: Silos of Carrier Services





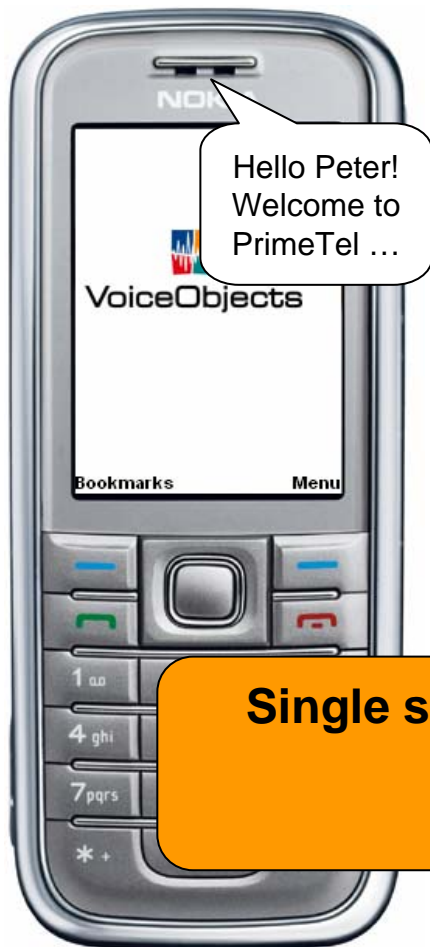
# Example: Carrier Phone Portal





# Enabling Multiple Phone Channels

## Voice



## Video



## Text



## Mobile Web



**Single service definition across all mobile phone channels**

**Design once & deploy anywhere**

**Speech & DTMF**

**Speech & DTMF**

**Texting**

**Point & Click**



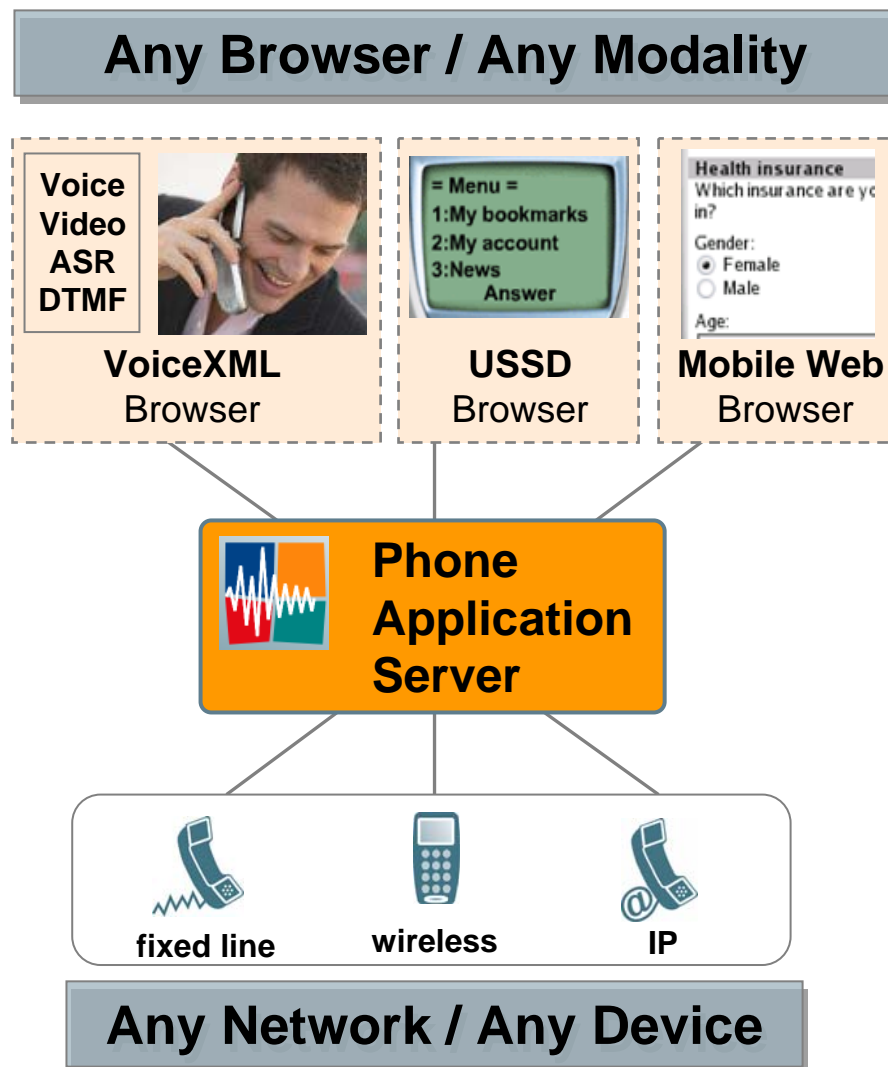
# Enabling Multiple Phone Channels

The Case for a Phone Application Server

- **Single Infrastructure**
- **Central Maintenance**
- **Single Service Definition**

*... across all mobile phone channels*

- ✓ **Minimal Investment**
- ✓ **User Interface of Choice**
- ✓ **Consistent User Experience**





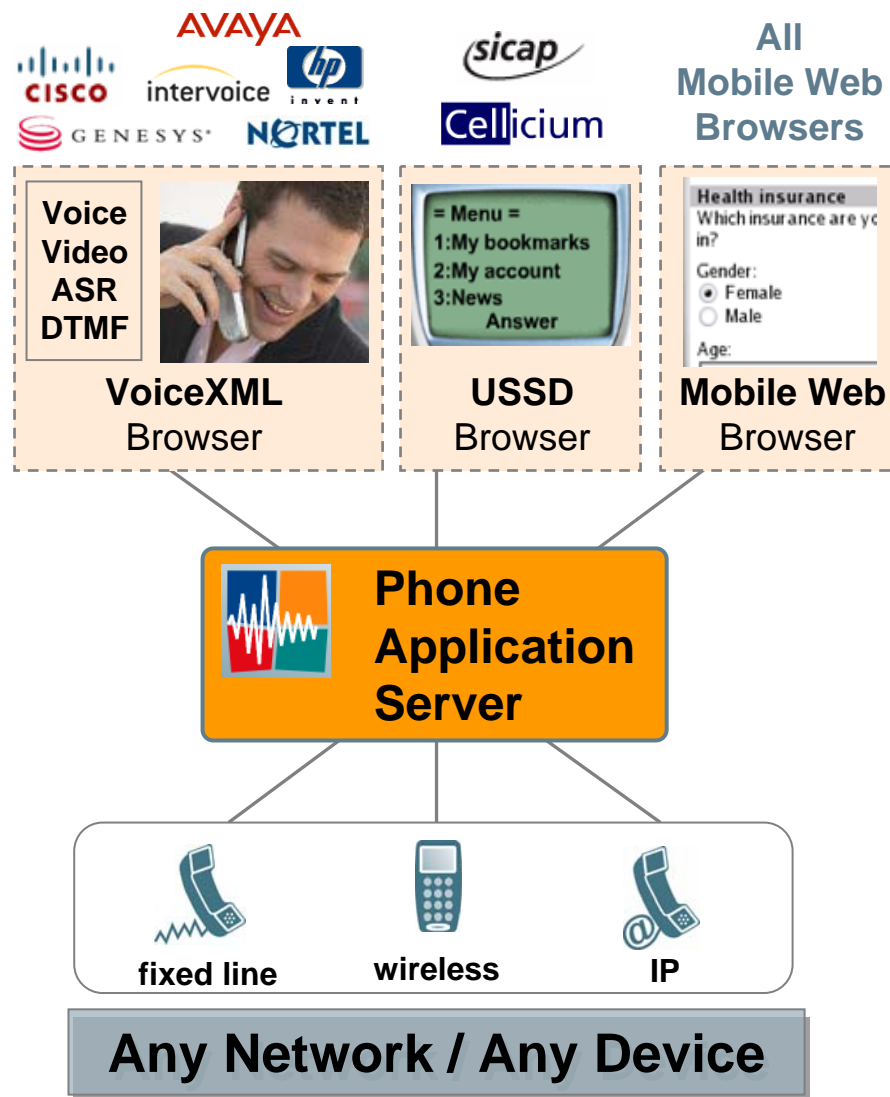
# Enabling Multiple Phone Channels

The Case for a Phone Application Server

- **Single Infrastructure**
- **Central Maintenance**
- **Single Service Definition**

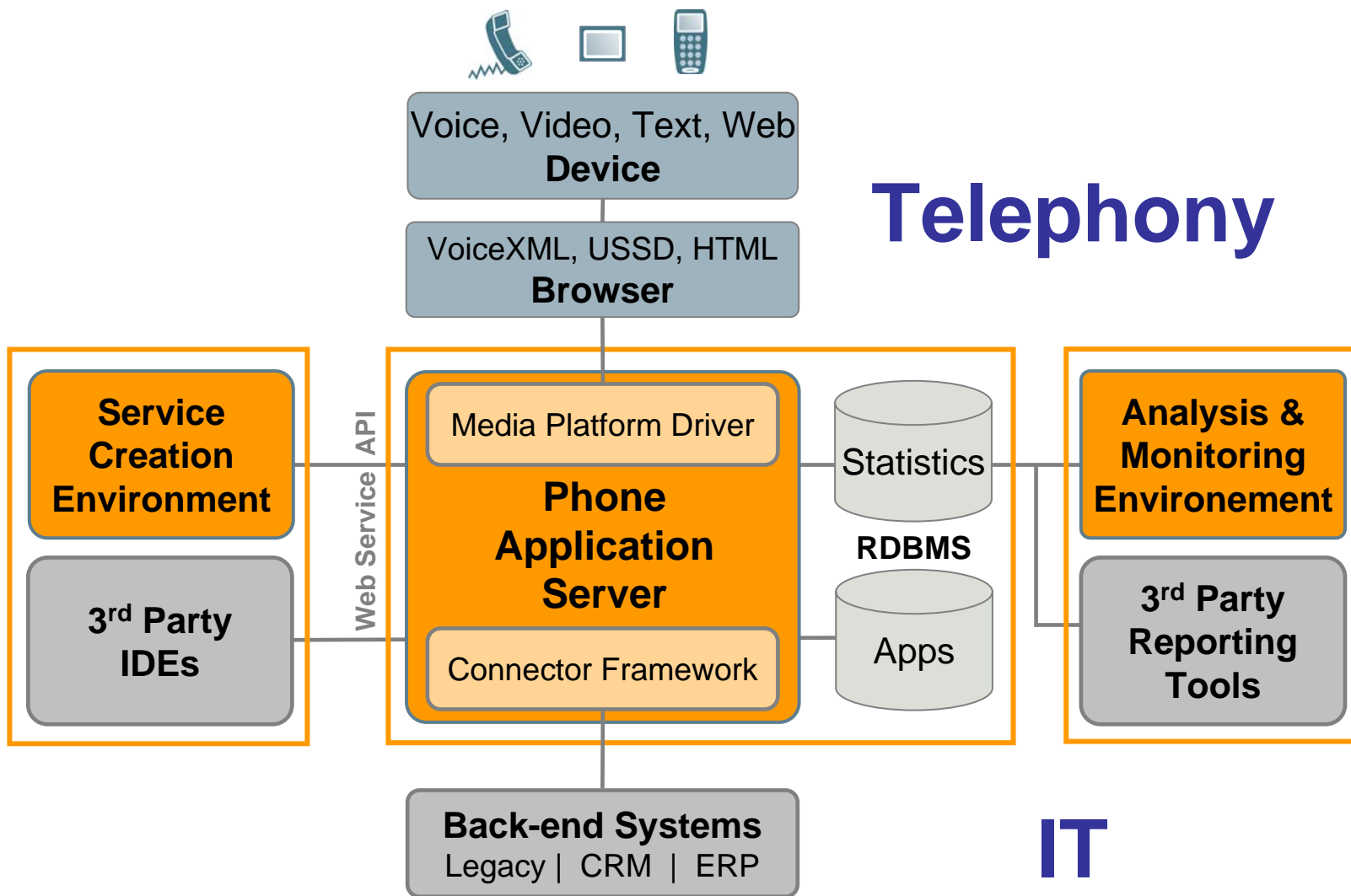
*... across all mobile phone channels*

- ✓ **Minimal Investment**
- ✓ **User Interface of Choice**
- ✓ **Consistent User Experience**



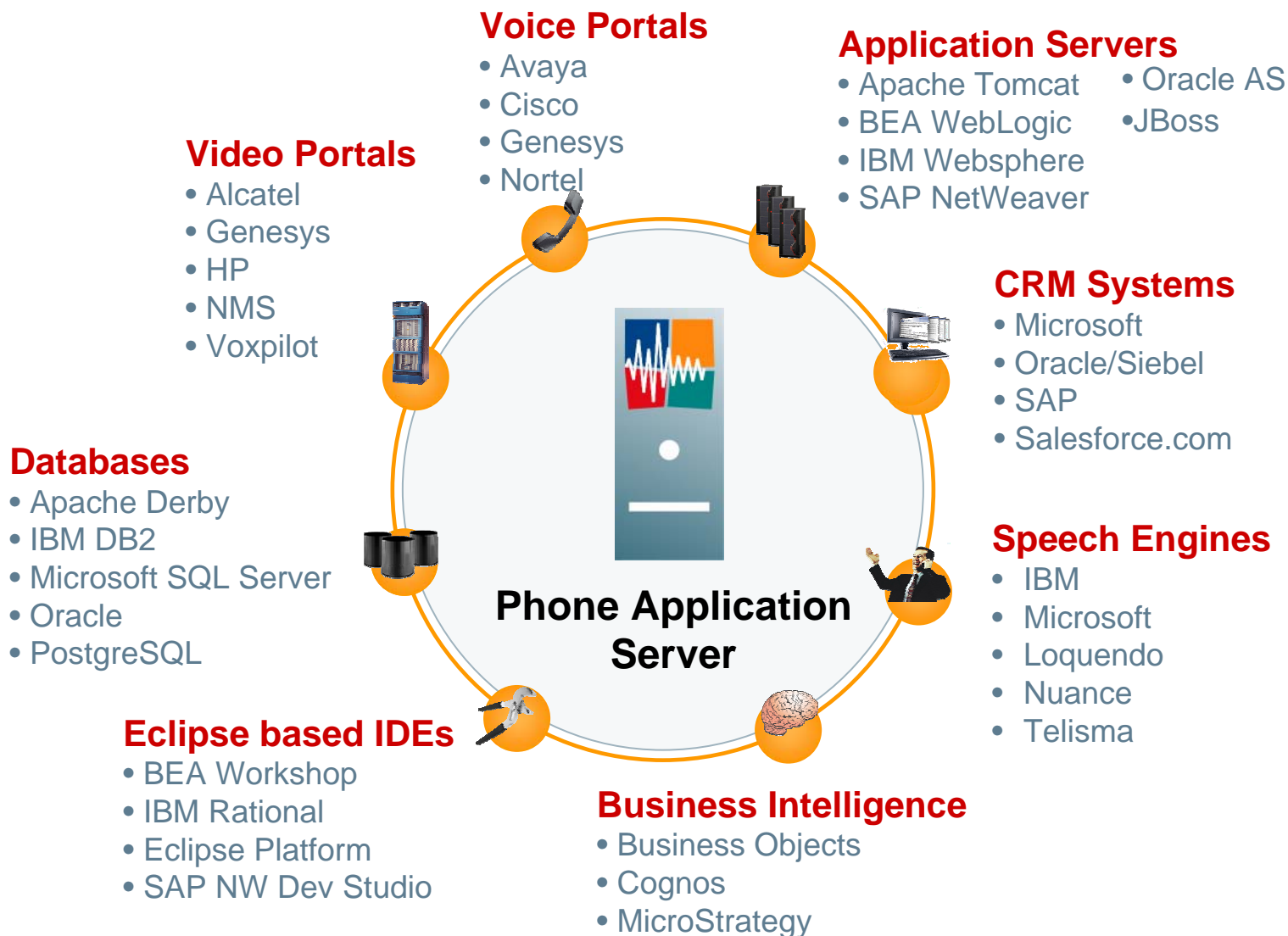


# Phone Application Server Architecture

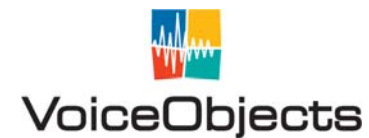




# SOA-based Hub for Phone Self-Services



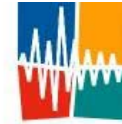
# Thank You!



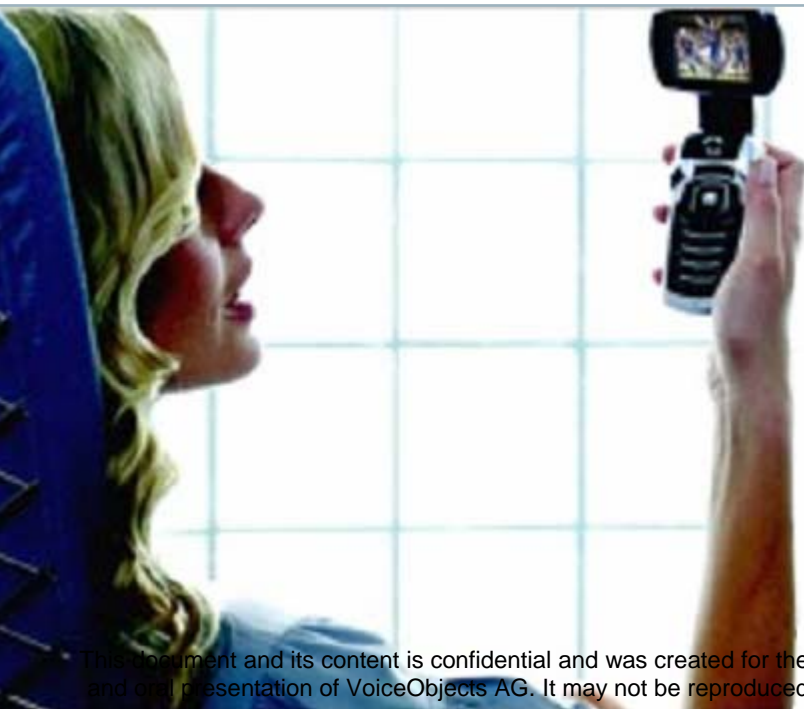
## ?! Questions & Answers

# SpeechTEK | WEST 07

Unleashing the Potential of Speech Technology



## VoiceObjects



### US Headquarters

VoiceObjects, Inc.

1875 South Grant Street  
San Mateo, CA 94402

Phone (650) 358 2500  
Fax (650) 358 2501

### EMEA Office

VoiceObjects AG

Friedrich-Ebert-Strasse  
51429 Bergisch Gladbach

Phone +49 (2204) 845-100  
Fax +49 (2204) 845-101

**Email: [mcodini@VoiceObjects.com](mailto:mcodini@VoiceObjects.com)**

This document and its content is confidential and was created for the sole use of the intended audience. It is not complete unless supported by the underlying analyses and oral presentation of VoiceObjects AG. It may not be reproduced, disclosed or passed on to third parties except with the explicit prior consent of VoiceObjects AG.