



***Speech-enabled virtual
assistants for mobile people***

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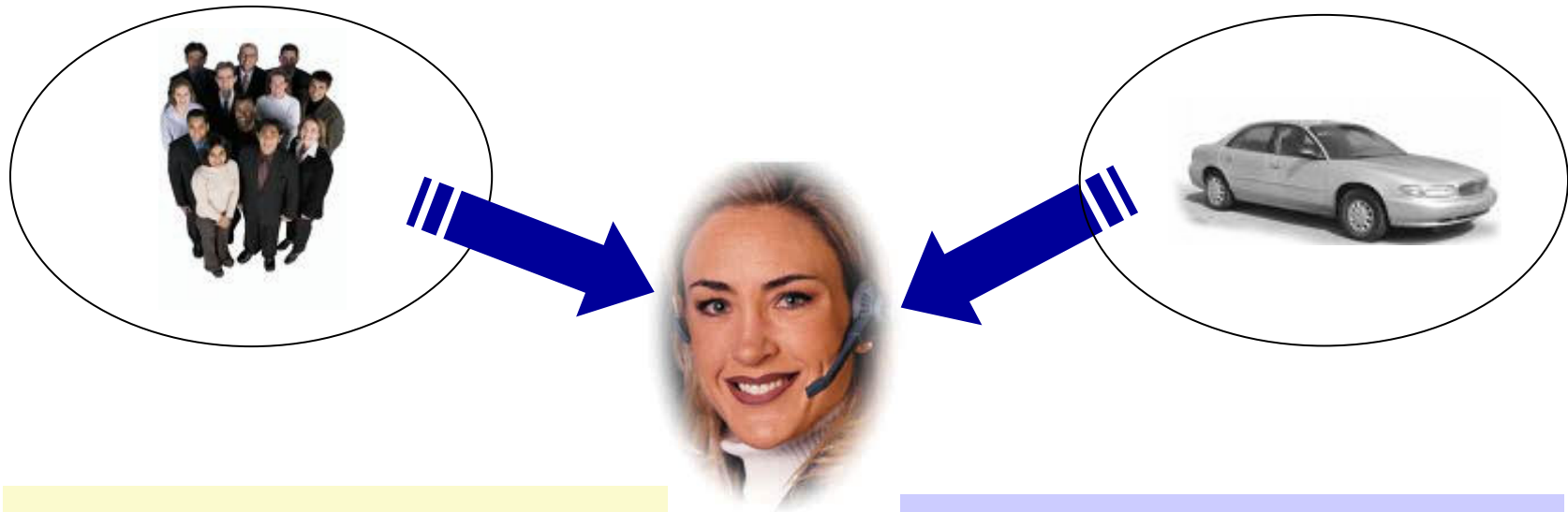
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www.excendia.com

What can Virtual Assistants do for you?



**1. Answer People
Who Call You**

**2. Help You
When You Call**

What can Virtual Assistants do for you?

Answer People Who Call You

- Personalized greeting
- Fast Transfers
- Call Filtering
- Unified Messaging
- Notifications & Alerts

What can Virtual Assistants do for you?

Help You When You Call

- Read Emails, Calendar and Contacts
- Reply or Send New Mail
- Control Phone Status & Call Forwarding
- Schedule New Appointments
- Call Contacts by Name
- Dial Phone Numbers & Call Back

Who Needs Virtual Assistants?

Service companies with a mobile sales force

- Financial & Insurance Advisors
- Lawyers & Accountants
- Real Estate Agents
- Consultants & Entrepreneurs
- Mobile Salespeople

Virtual Assistant Benefits

1. Increase Revenues & Profitability

- Increase Revenues: More Deals Closed
- Higher Customer Satisfaction: Retention

2. Improved Productivity

- Work while on the road
- Faster, better decision making

3. Reduce Costs & Complexity

- More efficient communication
- Save Time.



How Virtual Assistants Work?

Speech Gateway to Business Tools

Direct Access to Business Tools ...

- Telephony
- Messaging
- Business Data

To Deliver New Services ...

- Intelligent Call Management
- User Mobility
- Productivity on the Road



Implementations

Hosted Service – ASP

1. IP Centrex integration (Virtual PBX)
2. Remote Data Access
3. Subscription-based services

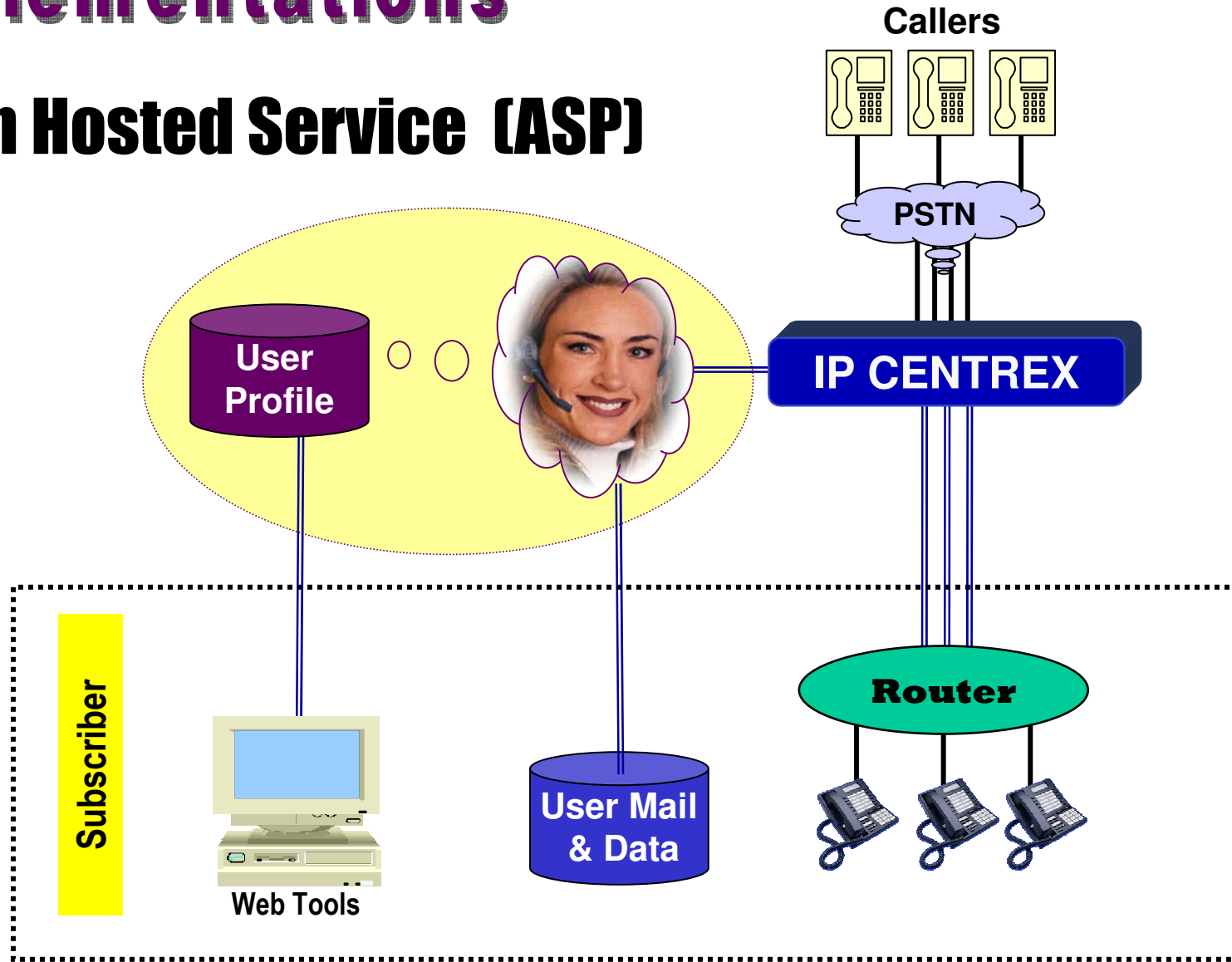
Enterprise Solution -CPE

1. Integrated with PBX
2. Data delivered as speech
3. No recurring fees



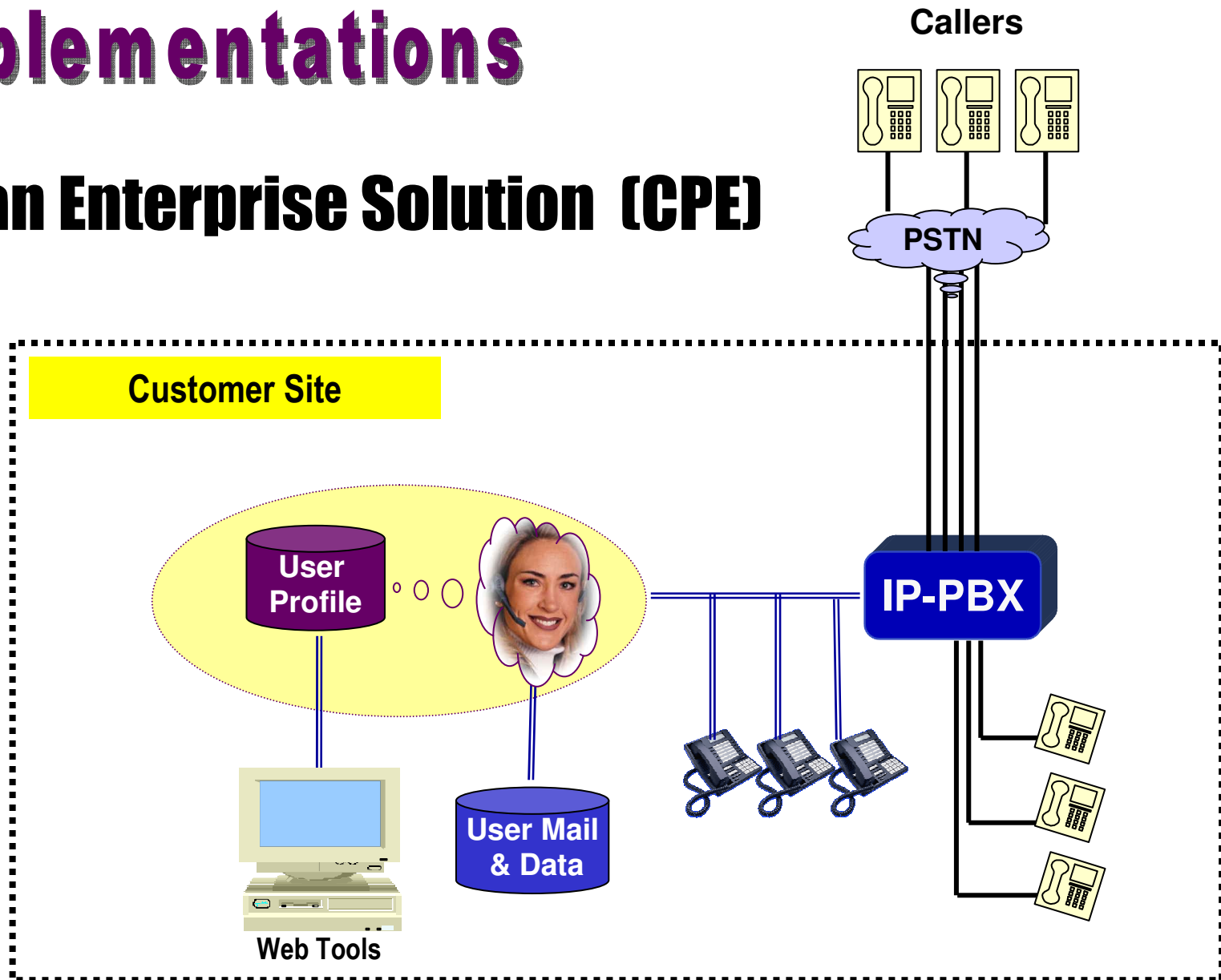
Implementations

As an Hosted Service (ASP)



Implementations

As an Enterprise Solution (CPE)



Technologies Used

Speech

- VoiceXML, ccXML
- MRCP

Mail Access

- HTTP, IMAP, POP3, SMTP

Data Access

- Web Services, SOA

Telephony

- SIP



Is the market ready for speech assistants?

Business Trends

- E-mail Proliferation
- Cell Phones Everywhere
- Internet & Web services

Technology Trends

- Speech technologies
- IP Telephony
- Mobile Access to Business Data
- Hosted Applications



Virtual Assistants vs Handheld Devices

HANDHELD DEVICES

- Multiplicity of Devices
- Information Duplication
- Limited Visual Interface
- Limited Data Entry
- Cumbersome as Phone
- Risk of Data Loss
- Useless while Driving

SPEECH VIRTUAL ASSISTANT

- No Special Device Needed
- Richer Speech Content
- Human Speech Interface
- Easy Call Forwarding
- Call Contacts by Name
- Data Stays on Server
- Hands-Free, Eyes-Free

Handheld Constraints

- 1. Useless while driving**
- 2. Another device added to arsenal**
- 3. User must have perfect eyesight**
- 4. User must have big hands & tiny fingers**
- 5. User must have SMS typing experience**

Will Speech Assistants Succeed?



Simple, Yet Effective Solution to Mobility Problems



Virtual Assistant Obstacles & Hopes

1. Speech Technology Cost

- From \$2000/port to \$200/port

2. Speech Recognition Quality

- Getting closer to natural
- Manage noisy environments

3. Computing Power

- Moore's Law is still working

4. Data Access

- Web Services opening the doors

5. Industry Standards

- Maturing: VoiceXML, ccXML, SIP



How to Choose your Virtual Assistant?

1. Does it Meet your Needs?

- Mobile Salesforce
- Customer Satisfaction
- Corporate Image

2. Does it Fit in your Environment?

- Works with your Phone & Mail Systems

3. Is it Open for Future Growth?

- Based on Standards
- Open Architecture

4. Does it Meet your Budget?



Virtual Assistant Future Developments

1. Follow Web Footsteps

- Provide variety of services: Info, Transactions, Entertainment, etc.

2. More Human Interface

- Natural speech improvements

3. Integration in Communication Tools

4. More “Intelligent” Assistants



Will They Serve Coffee?



Maybe One Day!

Thank you!

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