

**2008 North American Frost & Sullivan Award for Product Innovation****Voxeo**

The 2008 Frost & Sullivan North American Product Innovation Award in the field of Interactive Voice Response (IVR) goes to Florida-based Voxeo for its Prophecy IVR Platform. Prophecy, which is available as either a hosted or premise solution, provides a proven, reliable, and flexible platform for VoiceXML application development and deployment. The cost-effective solution offers a secure and fault-resilient tiered architecture that is simple to install. Voxeo's user-friendly platform for content delivery, its strict conformance to industry standards and its extreme commitment to customer support has helped them achieve a unique place in the enterprise industry.

Voxeo's IVR platform aids in automating interaction with telephone callers. Enterprises are increasingly turning to IVR to reduce the cost of sales, service, collections, inquiries, and support calls to and from their company. A driving force behind the usage of IVR is the number of telephone lines and mobile subscribers in the world. With more than a billion cellular subscribers, voice self-service has a strong growth base. Encouraged by the prospect of automating common phone inquiries, Voxeo is constantly developing innovative solutions and through its novel Prophecy product suite, is adapting to increased user demands by extending the capabilities of today's standards and platforms. The current challenge faced by most enterprises today is that they are looking for a solution that can quickly and efficiently deliver time-critical information to customers, employees, divisions, or teams.

Through their products, Voxeo overcomes these challenges by enabling speech-driven self service and instant delivery of time-critical information via its robust IVR platform. Voxeo's platform was built from the ground up on Web standards and technologies. It is entirely SIP-based and, consequently, all aspects of the platform are friendly to VoIP environments. The platform enables speech-driven IVR, as well as a new breed of innovative, SIP-powered applications. These solutions are essential when enterprises need to push information during emergencies, last-minute product updates and announcements. Furthermore, Voxeo, unlike all other providers, integrates free TTS and ASR engines, conferencing, and call recording into the IVR as native capabilities. The Prophecy IVR Platform is scalable from tens to thousands of ports, and runs VoiceXML gateway software on open and readily available hardware. Through its

architecture, Voxeo achieves reliability and scalability, as well as compatibility with enterprise gateway software. Voxeo's IP-based Prophecy IVR Platform intelligently routes, balances, and controls calls between Telephony Gateways and VoiceXML servers. Its hosting platform currently supports over 400 production customers and 30,000 developers who have used the platform to build more than 60,000 applications to date. The premise version of the Prophecy IVR Platform has been downloaded more than 23,000 times since its launch in 2006.

Voxeo's Prophecy IVR Platform and Hosting services are unique, catering to the needs of enterprises better than alternative IVR solutions as they use Web application technologies, which speed and simplify development. They feature advanced call control that allows companies to deliver both completely automated answering solutions and solutions that gather information and connect callers to the appropriate employee or agent. Voxeo also gives enterprises the unique ability to deploy premise-based, mission-critical IVR, speech and VoIP applications without the expense and difficulty of installing their own redundant servers and telephony infrastructure for business continuity. The "hybrid" solution delivers automatic and seamless call failover and overflow between customer premise installations of Voxeo's Prophecy Platform and the hosted solution.

Voxeo's Evolution developer portal with online tools and resources makes it easy for enterprise Web and telephony developers to create custom IVR applications for any requirement or project. Voxeo's solution provides twin benefits of efficiency and easy integration. Moreover, it aids in achieving ease of communication and also provides direct reduction in call center costs and an increase in customer satisfaction.

Over the years, Voxeo has helped enterprises improve customer service while also lowering costs by automating and connecting their most common phone calls with its Interactive Voice Response solutions. Voxeo continues to put R&D effort into simplifying all aspects of the IVR solution. Its VoiceXML-powered IVR solutions are used by over 30,000 customers and developers to create and deploy any telephone application they desire. Voxeo does not build applications, but instead invests its time and energy into building a rich developer environment and partnering with best-in-class application developers to provide its customers with a total solution that meets their exact needs. Voxeo has worked with multiple technology partners to create innovative products satisfying diverse needs from various enterprises. Voxeo's customers range from well-known Fortune sized companies to start-ups and emerging firms. Voxeo has invested around \$50 million in infrastructure, technology, and products to deliver flexible, reliable, and versatile solutions for IVR applications. Voxeo

has operations in the United States and Europe with four distributed hosting facilities. Voxeo's SIP-based VoiceXML and CCXML platform architecture is covered by U.S. patent #6,922,411, issued to Voxeo in July of 2005. Voxeo has filed patents around the seamless interaction of its premise and hosting solutions.

Voxeo's efforts are appreciable since they have made judicious use of IVR and have achieved substantial return on investment over the last few years. The company's smart use of the IVR platform is differentiating them from the other industry players.

Due to its technical versatility and excellent customer service, coupled with its ability to cater to rising enterprise demands through its novel IVR Platform and Hosting service, Frost and Sullivan is pleased to recognize Voxeo's efforts with the 2008 Product Innovation Award.

### Award Description

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

### Research Methodology

To choose a recipient of this award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with all the market participants, and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on the degree of innovation and customer satisfaction. Companies are then ranked by the number of new product launches and new products in development.

## Measurement Criteria

In addition to the methodology describe above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this award has excelled based on one or more of the following criteria:

- Significance of new product(s) in the industry
- Competitive advantage of new product(s) in the industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers

### About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

### About Frost & Sullivan

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