



VOICEOBJECTS



Application Lifecycle Management for
Next-Generation Customer Contact

Unlocked Communications
Customer Obsession Teams
Communications Passion

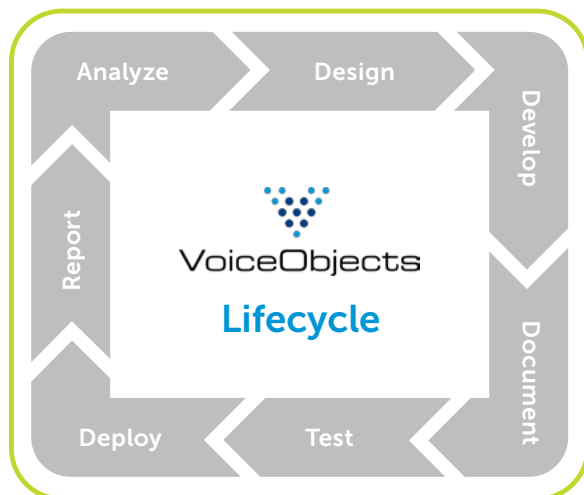
VOXEO VOICEOBJECTS

The only complete application lifecycle management suite for IVR and Unified Self-Service™ across all customer interaction channels.

Improve the customer experience, simplify development and deployment of customer contact applications, make changes and updates faster, and protect your investment.

Voxeo VoiceObjects is the only platform and toolset that supports the entire self-service application lifecycle from design to deployment to application tuning. VoiceObjects reduces the complexity of delivering sophisticated self-service applications while significantly improving the customer experience – enabling enterprises, service providers and integrators to provide more value across more communication channels at lower costs. Our customers have reported up to 50% savings in development and 80% savings in deployment and maintenance.

VoiceObjects applications are 100% portable and operate seamlessly on Voxeo's own Prophecy premise and cloud hosting solutions, as well as over 30 additional standards-based IVR platforms.



Voxeo's Application Lifecycle Management offering coordinates people, processes and tools in an iterative cycle of interrelated activities:

- Model, design and build resilient Unified Self-Service applications across multiple customer contact channels, including IVR, text, IM, mobile web, social networks and Smartphone apps
- Improve application delivery and lifecycle traceability from requirements through deployment with features such as integrated testing and one-button documentation
- Centrally deploy, manage and monitor your solution
- Analyze your application in real-time across all deployed interaction channels
- Use detailed reporting to continually fine tune and enhance the customer experience

KEY BENEFITS OF VOICEOBJECTS

Design Once – Deploy Anywhere Architecture

VoiceObjects' Design Once – Deploy Anywhere architecture uniquely enables one application to be deployed across multiple customer contact channels. The channels share underlying dialog flow, business logic and back-end access while maintaining their own unique advantages and characteristics. Supported channels include IVR, text (IM, SMS, USSD), mobile web, video, social networks like Twitter and Smartphone applications.

The solution eliminates the need for redundant development teams, speeds application creation and simplifies ongoing maintenance, while providing a consolidated view of service usage and the customer experience across the different channels. Companies can now accommodate customers' evolving communication preferences and simultaneously lower support costs with a Unified Self-Service solution and inexpensive text-based communication channels.

Multiply the ROI of your IVR solution by extending self-service applications to SMS, IM, the mobile web, Smartphone apps and even social networking sites like Twitter.



Group Level and 1:1 Personalization for a Better Customer Experience

Powered by built-in integration to popular CRM systems, VoiceObjects enables dynamic self-service across multiple channels and languages based on customer types, values, preferences, transaction histories and more. Traditionally it's been difficult for application developers to deploy personalization because it requires so many different prompts and complex dialog logic. With its Layer concept, VoiceObjects makes it easier to create and update personalized dialogs, resulting in streamlined customer interactions, higher self-service adoption rates and improved customer loyalty. The feature also supports targeted, revenue-generating offers and proactive outbound customer support.

VoiceObjects integrates out-of-the-box with IBM Cognos, SAP BusinessObjects, MicroStrategy and Oracle to ensure your customer self-service and business intelligence work together.

Integrated, Actionable Analytics for Continual Improvement

VoiceObjects provides real-time analysis and reporting of caller behavior, application performance and transaction completion to help improve ROI and eliminate caller frustrations. With detailed and actionable analytics from VoiceObjects, you can make informed business decisions based on over 60 pre-built reports in the areas of Administration and Maintenance, Application Development and Tuning, and Business and Caller Analysis. Avoiding the cost of third-party, standalone analytics can result in savings of \$200,000 to millions depending on the size of the deployment.

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Fast SOA-based Integrations

The VoiceObjects web services interface and connector framework provides easy integration with any backend system or legacy application for existing and future investment protection. Additionally, integrations can be reused across multiple customer interaction channels.

Multi-tenant, Carrier-Grade Solution

With VoiceObjects Server, you can deploy multiple tenants and users simultaneously on a single infrastructure, ensuring efficient sharing of resources. Securely separate project, object, service, resource and user management among tenants and leverage collaborative development among corporate teams. User roles support the different functions within projects and provide appropriate access rights to efficiently manage large corporate and managed service environments.

Unlocked for Investment Protection

All Voxeo products and services are built entirely on open standards for true portability. Additionally, VoiceObjects applications are 100% automatically portable across more than 30 leading standards-based IVR platforms around the world. In addition to working with Voxeo's own premise and cloud hosting, VoiceObjects supports platforms such as Aspect, Avaya, Cisco, Genesys, West, Interveroice, Nortel and Nuance. This flexibility enables you to use multiple IVR platform vendors or change VoiceXML platform versions or vendors at any time without rewriting a single line of code.

Choosing a platform that locks you in with design tools means that you no longer have the flexibility to get competitive bids for the platform and for future work. Any rewrites will likely cost nearly 100% of the initial development. At Voxeo, we choose to keep our customers by delivering a better product and better support — never by locking them in.

VoiceObjects Deployment Options

Deploy VoiceObjects on your premise, access it on demand in the Voxeo cloud, or deploy a hybrid combination of the two. VoiceObjects On-Demand offers instant start up, no up-front investment and is backed by the power of Voxeo's multi-site, global hosting platform — the largest standards-based VoiceXML hosting platform in the world. The result is proven performance, scalability and the industry's first 100% uptime guarantee. Learn more about VoiceObjects On-Demand at www.voxeo.com/vo-ondemand.

Migrating Your Applications to VoiceObjects

VoiceObjects provides a rich GUI development interface, reusable application building blocks and automated migration and testing tools that ease the move from legacy environments to a 100% standards solution. Voxeo has helped many customers replace their outdated IVR platforms and applications with a modern Unified Self-Service solution. Our Customer Obsession Teams will guide and support you through the entire process. With VoiceObjects you also have access to a vast pool of certified VoiceObjects developers with deep expertise spanning vertical markets and applications.

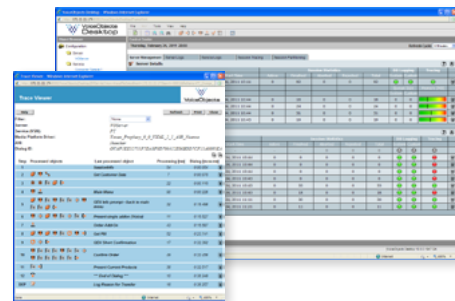
VOICEOBJECTS SOLUTION COMPONENTS

VoiceObjects Server

VoiceObjects Server is the execution engine that supports the generation of dynamic dialogs and interfaces. VoiceObjects Server enables highly scalable, carrier-grade deployment and management of personalized self-service applications.

Key Features and Benefits

- Design Once – Deploy Anywhere architecture
- Dynamic personalization to address customer preferences and streamline interactions
- Cluster management for large enterprises and service providers
- Multi-tenancy support: Operate one platform for multiple clients
- An SOA-based connector framework for seamless integration into existing IT infrastructure and backend systems
- Easy integration with third-party development and administration tools through VoiceObjects' comprehensive web service interface
- One-click hot service redeployments and rollbacks
- SNMP traps and e-mail notifications to rapidly alert operations personnel to unexpected occurrences in an installation
- Services auto-adapt to new mark-up standards and IVR, ASR and TTS releases
- Natural Dialog Management ensures human-like, natural interaction
- Support for multi-modal and multi-channel applications spanning voice, text (SMS, USSD, IM), mobile web, video, social networks and Smartphone apps
- One-click portability across 32 leading IVR platforms, such as Aspect, Avaya, Cisco, Genesys, Holly, West, HP, Intervoice, Convergys, Nortel, Nuance and Syntellect
- The ability to simultaneously run VoiceObjects applications across multiple IVR platform providers



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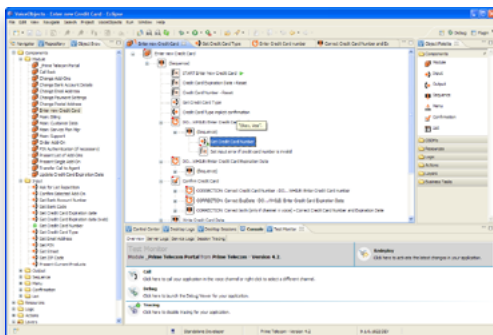
VoiceObjects Desktop – Application Development and Monitoring

VoiceObjects Desktop is the graphical development environment for creating, testing, deploying and monitoring multi-channel self-service applications. VoiceObjects uses an object-oriented approach for application development, which supports full reuse of individual objects (dialog steps) and modules, as well as entire applications.

Desktop for Eclipse is a rich client based on the leading open-source IDE. It provides a network mode that enables team collaboration with all users working in one central repository and a standalone mode for offline development and testing. A special full-featured packaging of Desktop for Eclipse – the VoiceObjects Developer Edition – is offered free at www.voxeo.com/free.

In support of Voxeo's open tools strategy, developers can alternatively choose to use any third-party integrated development environment (IDE) with VoiceObjects XDK, the XML-based development interface to VoiceObjects Server.

VoiceObjects Desktop also includes a Control Center that monitors VoiceObjects Server and enables application updates, rollbacks and application call tracing. One-click hot redeployments allow you to roll out application updates across an entire server farm with no service downtime or manual distribution of files. Hot restore reverts an application back to a safe state, instantly eliminating the deployment of broken or incomplete applications.



Key Features and Benefits

- Simplified service creation for technical and non-technical users
- Easy-to-use object library, no manual coding
- Reusable application building blocks and built-in best practices
- Integrated Grammar IDE
- Automatic documentation creation and document updates
- Integrated testing and debugging tools
- Easy and flexible tuning supported by call tracing, logging and reports
- Support for utterance recordings
- Centralized, role-based management
- Team collaboration, integrated project and version control
- Integrated management console for real-time monitoring, server and service management
- Tools for faster migration of legacy apps. For example, Voxeo's Migration Manager features an 80% automation rate for the conversion of PeriPro projects to VoiceObjects.

About Voxeo

Voxeo unlocks communications. We loathe the locks that make voice, SMS, instant messaging, Twitter, web chat, and mobile web unified communication and self-service applications difficult to create, manage, analyze, optimize and afford. Every day we work to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving – fueled by a company-wide obsession with customer success.

We do so for more than 200,000 developers, 45,000 companies and half of the Fortune 100 from our headquarters in Orlando, Beijing, Cologne and London.

All Voxeo products and services are available for free development and trial use at www.voxeo.com/free or www.voiceobjects.com/free.



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