

WHITE PAPER

# Why AVST Should Be Your Strategic Communications Partner



When your company is ready to make a significant investment in technology, you want to be sure it's the best choice not just for now, but for the future as well. The last thing you want to do is make a shortsighted decision that is going to cost your company money—and perhaps even cost you your job—down the road.

The competitive global market demands that companies be flexible, efficient, and responsive to market change. To be successful, you need a technology partner that offers high value today while allowing for quick reaction to tomorrow's changes; one that deliver best-of-breed solutions based upon open standards.

More and more, companies are faced with three basic communication challenges: management of an overload of information, an increasingly mobile workforce, and a demanding customer base looking for near real-time responsiveness. At AVST, we believe that our products and services are uniquely qualified to help companies of all sizes meet these challenges now and for years to come. We are exactly the kind of strategic partner your company needs to help build its future communications strategy.

### **“BEST OF BREED” OFFERS THE BEST OF ALL WORLDS**

With AVST, you get legacy functionality delivered by first-generation voice messaging and call processing systems, combined with the mobility and productivity solutions promised by unified communications solutions. Most importantly, you get it all in a network application server that is easily managed by your company's enterprise IT department.

### **ENHANCED CALL PROCESSING IMPROVES CUSTOMER SERVICE**

When your customers call, it's important to help them reach their intended party, or provide them with direct access to the information they're looking for. Our CallXpress<sup>®</sup> makes that happen. This highly evolved call processing solution supports such applications as voice forms, audio library, fax library, caller queuing, find-me/follow-me, custom interactive voice response (IVR) applications, and rules-based call routing. Companies around the world depend on CallXpress to deliver the highest levels of responsiveness to their customers, including offering self-service applications when they can't talk to customers live.

CallXpress can uniquely answer and route calls based on time of day, day of week, the telephone number that has been called, and individual user preferences. Ultimately, the goal for your call processing system is to present the caller with a professional image of your company, and help them complete their call successfully, without leaving a message and delaying successful completion of the task at hand.

As mobile phones become an increasingly common communication tool, it becomes even more critical that companies are properly equipped to include them as part of their overall telecommunications puzzle. CallXpress supports mobile phone users by recognizing a user's mobile phone as if it was another PBX extension. And it can act as a single number access point for all PBX and mobile calls, providing a single mailbox for all messages. This eliminates the need to monitor and manage multiple mailboxes. When calling from their mobile phones, users are automatically recognized as a system user and can gain instant access to their mailbox, just like when they call from their desk extensions. Similarly, when calling an associate from a mobile phone and forwarding into voice mail, the resulting message will be identified as being sent by the user, allowing for easy reply messages.

So if your company is looking for the most flexible call processing system on the market today—one that delivers call completion applications for the mobile workforce, as well as call management applications to route callers to the right person or information—then CallXpress is the right call.

### **PRODUCTIVITY TOOLS EMPOWER YOUR MOBILE WORKFORCE**

Today's workforce is more mobile than ever. Like most businesses, your company is no doubt faced with the challenge of providing your employees with the tools to remain productive even when they're not in the office. When you use CallXpress, you provide a unified messaging (voice, fax, and e-mail through a common interface) for the entire enterprise, or for select individuals who can benefit most from the application. Whether they're using a laptop or desktop computer to access voice and fax messages from the e-mail inbox, or using a

telephone to listen to e-mail messages played back via text-to-speech, users are able to manage all of their messages regardless of what tool they have available. CallXpress also provides your mobile workforce with a virtual desktop via hands-free mobility applications, such as contact dialing, calendar access, message management, and find-me/follow-me service all supported by easy-to-use voice commands.

And thanks to its rules-based notification module, CallXpress keeps your employees informed of what's going on back at the office, even while they're on the go. When a new voice or fax message comes in, they are immediately notified via e-mail, pager, phone call, or SMS text message.

As mobile devices become more intelligent and more pervasive in the enterprise, we believe that companies will look toward mobile applications as a standard user interface for their user community. This level of integration will require communications applications that support contemporary audio formats, are web services enabled, and take an open approach to solution integration. To make sure your company's communication capabilities don't miss a beat, we are actively pursuing ways to further integrate our solutions with the various mobile applications and devices available in the market.

### **FLEXIBILITY ENSURES IT COMPATIBILITY**

As the most flexible unified communications product on the market, CallXpress is easily deployed to extend and improve the existing infrastructure investment—regardless of your installed network infrastructure, PBX, or e-mail system.

Unlike the proprietary hardware and O/S solutions popular with first-generation solutions, our applications rely on non-proprietary solutions that your enterprise IT staff is already familiar with supporting. CallXpress runs on Intel-based server solutions and Microsoft® Windows® Server operating systems. Because CallXpress resides on the enterprise network, your IT personnel can administer it just like any other network application. System backup, SNMP alerts, remote administration, single point of administration through Active Directory, reporting, and corporate security and maintenance policies can all be applied to the CallXpress services.

### ***OS and E-mail Changes***

Gone are the days when the voice mail system sits in a closet, unattached from everything except a few phone lines. Today's unified messaging and communication servers are highly integrated into the IT infrastructure. Therefore, unified communication servers must readily adapt to changes in the IT infrastructure. As desktop operating systems are upgraded or new e-mail server versions are deployed, it's important to ensure that the unified communication applications are able to support these new releases. Because we at AVST are singularly focused on this market, we proactively qualify new versions and service pack releases from the e-mail and operating system providers.

### ***E-mail Architecture***

As you can see, CallXpress provides the most flexible unified messaging architecture on the market today. Supporting Microsoft Exchange®, IBM Lotus® Notes®, and any IMAP compatible e-mail server, CallXpress delivers unified messaging to nearly any e-mail environment. And it supports both server-based and client-based unified messaging, and allows unified messaging to be licensed on a user-by-user basis. You need only purchase unified messaging services for those users that need them. Your IT staff does not have to become experts on unified messaging before they make a CallXpress purchase decision. All options are configurable, so as your needs change, the CallXpress unified messaging configuration can be changed as well.

### ***PBX Architecture***

Right now, PBX is in a dramatic state of change. Moving from a traditional circuit-switched architecture to a packet-switched IP environment is no longer just an idea; it's a reality. The communication market is also experiencing a dramatic shift toward wireless technologies with PBX extensions becoming wireless extensions. Additionally, peer-to-peer IP networks and non-traditional voice solutions are starting to enter the market. Now more than ever, it's important to invest in applications that can support existing circuit-switched PBX solutions and IP PBX solutions, as well as new solutions on the horizon.

This is especially true if your company has multiple locations. Performing a massive technology refresh overnight is probably not an option. But, at the same time, you can't afford to isolate locations from the rest of your company. Therefore, ease of transition from old technology to new is critical to your migration strategy. At AVST, we believe a best-of-breed approach is what you need. Our CallXpress solution currently supports over 250 traditional PBX integrations and has been a leader in providing IP-based integrations. Not only that, CallXpress uniquely supports multiple PBX integrations on the same server, thus facilitating an easy migration from one PBX to another.

As you know, PBX independence is an important element of any migration strategy—and it's just as important for your expansion strategy. For example, let's say you acquire another company. Odds are that the company you acquire is using different communication components than yours. It would be much less costly to deploy a common application suite in all locations versus replacing all of the PBXs. Therefore, applications that can integrate with any PBX are a valuable and critical component to any enterprise communications strategy.

It is widely believed that session initiation protocol (SIP) will soon become the preferred IP protocol. SIP-based integration modules will be the key to delivering interoperability with most IP-based PBX products, as well as the IP telephony services from Skype, Vonage, Microsoft Live Communication Server, and others. Because we are a leader in delivering SIP-based applications, AVST is perfectly positioned to support any IP telephony strategy moving forward.

### ***System Administration***

CallXpress is a favorite with administrators because it features a highly efficient administrative client designed to provide the most flexible user administration tool on the market. System administrators can manage the user community through the use of user templates, range programming, or class of service methods—which is a huge time saver during user setup and maintenance.

CallXpress is also the ideal system to manage multiple sites, either through remote administration client applications or via the advanced CallXpress Global User Administration tool. This tool supports full user propagation across all sites, as well as the ability to view multiple sites within a single view. In addition, administrators can easily move a user from one site to another, including all their messages, greetings, and account information.

### ***System Reporting***

Most systems come with a set of standard reports that the manufacturer has decided are important. However, no one knows your business better than you do. CallXpress provides you with the flexibility to report on communication data in a format that will truly help you manage your business better. In addition to providing 20+ standard reports, CallXpress supports custom reports through the popular Crystal Reports package that can produce a final report, or export data to other popular reporting tools.

### ***Regulatory Compliance***

Because today's companies face increasing regulatory requirements, our solutions are designed to support regulatory compliance efforts by providing the flexibility needed to support initiatives in the areas of confidentiality, discovery, archival, and hands-free communication. Whether it's HIPAA requirements in the healthcare industry or Sarbanes-Oxley for publicly traded companies, AVST products provide the flexible configuration options to support these initiatives. In addition, our products deliver full hands-free solutions that allow users to remain productive while complying with all cell phone safety laws as they drive.

## **ALTERNATE USER INTERFACES MAKE SYSTEM MIGRATION EASIER**

To make the transition from a first-generation voice mail system to CallXpress easy and cost effective, we have developed technologically advanced alternate user interfaces designed to mimic the command structure of many of the most popular first-generation systems. Our primary focus has been on the message creation and delivery functions, along with the message receipt and management functions, so that users can send and receive messages using the same commands they are used to. This dramatically reduces the amount of user training required to transition from a first-generation system and onto the CallXpress application server. Currently, we offer alternate user interface solutions for Octel® Aria®, Octel Serenade® (VMX), and Mitel® Baypoint (Centigram). We have also led the way in the development of

speech recognition user interfaces, providing users an alternate interface that is ideal for hands-free situations.

And when it comes to replacing your existing networks of voice mail systems, CallXpress makes an ideal solution because it supports analog and digital methods of voice mail networking using AMIS, VPIM, and OctelNet™ protocols. With CallXpress, you can systematically replace a network of first-generation voice mail systems one node at a time, while still keeping the network fully functional.

## **FLEXIBLE DESIGN FACILITATES GROWTH AND HELPS MANAGE CHANGE**

The old adage “the only thing certain is change” has never been truer. As you make technology decisions today, you must look beyond your current requirements to your future needs as well, especially in regards to:

### ***Scalability and Availability***

Just as the market and world will change, so will your business. The applications you invest in need to grow with you, rather than hold you back. Whether you are simply growing from success or looking to centralize your solutions for easier IT management, it is important to invest in solutions that can scale with your changing requirements. Today, CallXpress scales to 192 voice ports per server, which can support approximately 20,000 users depending on usage and call traffic. CallXpress also supports multiple locations with a network of CallXpress servers supporting larger user populations.

Customers benefit from the ongoing development of hardware manufacturers by utilizing their advancements in high-availability solutions—like redundant array of independent disks (RAID), multiple processors, redundant hot swappable power supplies, etc. However, since we are a software manufacturer, our focus is on application development, rather than manufacturing hardware. As a result, our customers utilize the R&D efforts of IBM, Intel, HP and others dedicated to the ongoing enhancement of server technology.

From a solution architecture viewpoint, we deliver a high availability solution through redundant components and standby servers. Additionally, we can help your company address its emergency preparedness and business continuity initiatives by supporting multiple approaches to data replication and hardware redundancy.

### ***Custom Applications***

In today's changing world, it's very important to have applications that are flexible and extensible so that you can create custom applications without having to wait on the application manufacturer to include the project in a product roadmap. You must be able to provide your customers with self-service access to corporate data, such as inventory levels and shipping status. And you must have the ability to increase your IT productivity by integrating user directories and eliminating redundant entry of user data. With CallXpress, you can. It supports customization through flexible configuration options, like programmable call processing applications and custom development tools and API's that provide control over the system and access to the application data. CallXpress is the most flexible system on the market when it comes to configuring custom applications. It supports custom application development through interactive voice response development tools that enable telephone applications to access and manipulate data within the enterprise. CallXpress also supports open API's that provide access to CallXpress user data and messages.

At AVST, we are always looking for new opportunities to combine the inherent capabilities of CallXpress (including call processing, speech and telephone user interfaces, notification, etc.) with other enterprise data and communication solutions.

### ***Software / Service Delivery***

Another area going through a market transformation is the purchasing and licensing of software applications. Rather than purchasing the solution outright, companies now have the option to “rent” the application on a per month usage basis. For example, this is very prevalent in the CRM market as companies like Salesforce.com compete against SAP and Oracle.

Although a managed service model has been available from telephone service providers in the form of Centrex for years, we believe that there will be a new wave of managed or hosted

service offerings within the communications market. This will be a completely hosted solution where all equipment is managed off-site, or as equipment that is installed at the customer premise, but licensed as a managed service. In addition, many of our enterprise customers have asked about a hybrid solution where they utilize a combination of licensing models throughout the enterprise. As PBX infrastructure and network bandwidth across the enterprise evolves, opportunities for alternative licensing options will also evolve. AVST embraces the opportunity to take a leadership position in the market to help evolve licensing practices within the industry.

### **OUR GLOBAL SUPPORT GIVES YOU PEACE OF MIND**

Our products are sold and supported through a worldwide network of communications solutions resellers who specialize in delivering best-of-breed communication solutions to the global market. With over 35,000 systems sold worldwide over the past 20 years, AVST, along with our resellers around the world, can deliver a global support solution tailored to meet your enterprise's current and future support requirements.

All of our resellers are required to complete an intense technical certification program to ensure that their personnel are properly trained and prepared to deliver the highest levels of integration support and ongoing service for your AVST solution. Additionally, AVST maintains a highly trained and experienced support staff available on a 24 / 7 basis to provide an additional level of support during the installation, deployment and maintenance of your AVST solution.

### **OUR TECHNOLOGY ALLIANCES ENSURE COMPATIBILITY**

In a highly integrated world, it is important that all the technology players are working well together. At AVST, we maintain technology partnerships in several key areas, including:

- PBX – Alcatel, Avaya, Ericsson, Mitel, NEC, Nortel, Sphere
- IT – IBM, Intel, Microsoft
- Hardware – Aculab, Alliance Systems, Brooktrout, Intel
- Speech – Nuance
- Misc. – Captaris, MySQL, Radvision, SafeNet

### **AVST: THE RIGHT CHOICE FOR ALL THE RIGHT REASONS**

If your company is struggling with the challenge of supporting a mobile workforce, managing information overload, and delivering the highest level of customer service, all while managing a rapidly evolving communications infrastructure, we can help.

At AVST, we are singularly focused on bringing best-of-breed communications solutions to the market. Our enterprise communications applications extend the significant investment you've made in your IT infrastructure by maximizing the productivity of your increasingly mobile workforce.

When it comes to delivering enterprise communications applications, AVST is the best choice for supporting the enterprise evolution to IP telephony as well as delivering best-of-breed solutions that are easily supported by your IT organization.

### **FOR MORE INFORMATION**

Applied Voice & Speech Technologies, Inc. ("AVST") is a leader in the unified communications ("UC") marketplace, uniquely combining the strengths of its world-class messaging platform, CallXpress®, with its speech-enabled call management module, Seneca®, to create a powerful, next-generation unified communications solution. The Company's products are designed to scale and support organizations of all sizes. For more information please contact us at: [www.avst.com](http://www.avst.com) or +1.949.699.2300.

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