



The evolution of Interactive Voice Response (IVR) services from black box solutions to more transparent, VoiceXML-based applications means operators are able to inexpensively develop and launch new services themselves or with selected developers. Tecnotree's IVR Application Server gives operators the power to quickly create responsive applications to serve dynamic markets.

Tecnotree IVR Application Server

Create new interactive media response services

The Tecnotree IVR Application Server is a modular addition to the NGM platform that facilitates responsive application development. Using the IVR AS, any service may be created and connected to any network, considerably reducing capital and operational costs.

Simpler Application Development

Developers need not learn proprietary technologies or lock intellectual property into a specific format when developing IVR services. For example, the same database and business logic that is used for an internet website may be utilised for IVR voice and video applications.

The ease of IVR open service creation means that operators are free to rapidly create services from the ground up, or incorporate existing services or websites.

Video Support

Robust video support means that services may be created that serve both video and voice users simultaneously. Operators are able to create services exclusively for video audiences, or create voice applications containing an added dimension of usability for video users.

Enter New Markets

Due to extremely low service creation capital expenditures, operators are free to develop more services for niche audiences - for example, targeting particular neighborhoods or in relation to specific marketing campaigns.

Using Tecnotree's IVR AS, operators are able to provide key-stone services subscribers need, while developing and deploying new services subscribers desire.

IVR Service Hosting

Operators no longer need to lease pipes to legacy IVRs operated by system integrators for enterprise usage. Instead, operators are able to lease dedicated service numbers and test spaces to third parties to use for their own application development within VoiceXML.

Tecnotree IVR Application Server Features

Realtime Service Publishing

The Tecnotree Application Server facilitates service launch and modification at a pace comparable to website publishing. Applications can be updated without any service interruptions and there is no downtime. Network infrastructure is optimised, and there is no need to coordinate and announce service outages.

Applications can be deployed onto the running production system. All applications are fully self contained and independent, whether they are completely new applications or updated versions of existing services.

Connector Modules

The true power of Tecnotree IVR is realised through the usage of connector modules. Most applications already use external databases including RSS feeds, SQL, and other common web databases. The Tecnotree IVR data connectors allow al-

ready existing data to be reused in new voice and video applications. If new connectors are needed, they may be quickly created using the IVR SDK.

Market Responsive Service Creation

The ease with which new services are created and refined are illustrated through the examples of Video Blog and Video Portal.

Video Blog is a service that subscribers use to post, view and rate video using their handset. The service is a personal window into others' lives, and may be quickly designed to suit particular audiences or marketing purposes.

Video Portal incorporates video available from a variety of available streaming video feeds for 3G handset viewing. Particular portals may be created for specific audiences - for example, a service may be created for football enthusiasts containing game highlights and current matches.

IVR Enabled Services

- Network Announcements
- Prepaid voucher top-up IVR
- Fun Greetings
- Ring Back Tone
- Tele-voting
- Chat rooms, recorded sessions
- Customer Care IVRs
- Self Administration IVRs
- Auto-attendant
- Video Content & Streaming
- Video Portal
- Video Blog
- Interactive TV return channel

Key benefits

- 1 True openness in integration and authoring due to extensive VoiceXML utilisation
- 2 Service development and deployment at a speed comparable to website publishing
- 3 IVR services can be developed for any kind of application, from basic network announcements to the newest video application
- 4 Easy to configure data connectors means application developers can tap into any existing databases when creating new IVR services
- 5 Transition of IVR services from proprietary to open standard platforms means significant reductions in operating and capital expenditures

The Tecnotree IVR Application Server fulfils two distinct functions in the overall system architecture. It hosts the tools and server-side software supporting runtime publishing of services and modifications. It also hosts application-independent integration modules, providing interface compatibility to a side range of data sources.

The diagram on the right illustrates the placement and functionality of the Tecnotree IVR Application Server within the operator network. The operator or third party application developer may easily create and configure services within the web toolbox, and link applications with external databases. Any service may be deployed to any network.

