

VoiceObjects launches VAMS (Voice Application Management System) into UK market

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Press Release

VoiceObjects at Voice World 2005

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VoiceObjects launches VAMS (Voice Application Management System) into UK market

New UK subsidiary to develop channel & end-user sales

Cologne and London, 4th May 2005: VoiceObjects, the leading provider of Voice Application Management Systems (VAMS), will present its new product release, VoiceObjects X5, at this year's VoiceWorld exhibition in London. The concept of a VAMS is aimed at enterprises that need to efficiently manage the complexities of telephone-based self-service applications. According to VoiceObjects, key industries that will benefit from VAMS include banks, telcos & service providers, IT and entertainment providers.

CEO at Voice Objects, Karl-Heinz Land explained "The UK market is especially important for us because it represents one of the largest European adopters of automated voice communications. Our management platform enables companies to manage multiple applications from different vendors and to deliver personalised, interactive and intelligent voice-based dialogues to customers and employees."

He added, "Whether it's to reduce staffing costs or improve customer service, there is huge demand for easily accessible voice based contact whether it's via the web, call centre or other mediums. The next challenge for companies is to successfully manage these types of services so that quality and customer satisfaction remains high. Using a server based applications management system like Voice Objects X5 can help achieve these goals. "

Markus Mueller, Managing Director of VoiceObjects Ltd., which was founded at the end of 2004, will be responsible for setting up the VoiceObjects partner network in the UK and Ireland. Potential partners are expected to include specialist voice resellers, systems integrators and OEM partners.

Markus Mueller commented: "We are already negotiating with several leading system integrators and already have substantial end-user interest especially from the banking community. As indicated by our customers, many companies that offer automated telephone services have really been waiting for this kind of voice application management system. Finally, they can now administer their voice applications as easily as their other IT applications and integrate them with their existing back-office systems."

Compared to rival vendors that use packaged solutions without carrier-grade server technology, VoiceObjects X5 claims to cut costs by over 50%.

About VoiceObjects X5:

With its innovative, server-based platform and the easy to use IDE (Integrated Development Environment), VoiceObjects X5 drastically simplifies the setup and operation of demanding telephone services.

VoiceObjects X5 enables companies to manage voice applications over the entire life cycle and gives them an opportunity to offer their customers particularly user-friendly value-added telephone services. The central and convenient administration of the standard-based system and the high flexibility and scalability also guarantee financial and quality-secured operation, even with very large installations.

With VoiceObjects X5, companies have the capabilities to create, test, deploy and analyse voice application services through one single tightly integrated environment. The VoiceObjects' open framework is based on such standards as VoiceXML, SALT, Java and RDBMS Technology. Leveraging these standards simplifies the integration of voice applications into existing infrastructures. Voice applications can be created, installed and maintained easily, while increasing productivity. This supports rapid development cycles, iterative development, and constant updating while at the same time keeping personnel costs and thus running costs low. The end result is a quick return on investment with an improvement in service quality.

VoiceObjects X5 consists of the following tightly integrated products:

- VoiceObjects Server –
Central hub for carrier-grade, highly scalable voice application deployments
- VoiceObjects Desktop –
Browser-based graphical design and system monitoring environment
- VoiceObjects XDK -
XML-based interface to VoiceObjects Server for third-party IDEs
- VoiceObjects Infostore -
Statistics engine and repository for statistical tools and detailed analysis
- VoiceObjects Analyzer -
Analytical portal for standard and customised real-time analysis.

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Editor's Notes:

VoiceObjects – all business is vocal

VoiceObjects is the worldwide leader in Voice Application Management Systems (VAMS). The VoiceObjects X5 product portfolio enables companies to easily create, test, deploy and analyze voice applications with the industry's best IDE on a carrier-grade, server-based platform.

The company has strategic partners worldwide, including Comverse, Danet, Genesys, IBM, NextiraOne, SAP, Scansoft, Softlab, T-Com, T-Systems, and VoiceGenie. VoiceObjects was founded in 2001 and is privately held and venture-backed. The company is headquartered in Cologne, Germany and has offices in the United States and the United Kingdom. For more information, please visit www.voiceobjects.com.

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