AnyPath® Voice Portal Solution for Service Providers



Enhance your customers' messaging experience with exciting speech-powered applications. Increase your revenue potential and help reduce customer churn with VoiceXML technology and speech-enabled applications.

Benefits

- Enables new revenue-generating opportunities
- Enhances value with speech-enabled control
- Uses open, industry standards to create global voice-driven applications
- Differentiates your services by enabling sticky applications
- Enables custom application development
- Move your customers to next-generation services

Lucent Technologies
Bell Labs Innovations

Enables new revenue-generating opportunities

Lucent has leveraged its expertise in carrier-class messaging product development and market knowledge to develop the Lucent AnyPath® Voice Portal Solution. This solution offers new, revenue-generating business opportunities through speech-powered applications.

The AnyPath® Voice Portal Solution is comprised of:

- VoiceXML-enabled unified communications platform
- Speech Enabled Applications
- Consulting Programs – marketing and custom application development
- Lucent's global voice portal partner program – co-marketing, referrals and reseller relationships

This solution allows you to leverage and extend your messaging network and offer convenient, intuitive speech-enabled solutions to new and existing customers.

By using Speech Enabled Applications, you can enhance the voice messaging experience by significantly improving the way subscribers interact with their mailboxes.

Speech Enabled Applications can help you:

- Increase Average Revenue Per User (ARPU)
- Speed service adoption
- Reduce customer churn through personalized services
- Differentiate your messaging services



Enhances value with speech-enabled control

The power of intuitive voice commands can significantly enhance the way subscribers use their mailboxes, providing a safer (hands-free), more productive experience. Using VoiceXML technology, you can extend this value by providing access to exciting new information and services.

The AnyPath® Voice Portal Solution provides features that leverage the way subscribers rely on their mailboxes and enhance the voice messaging experience by providing speech-enabled applications such as:

Speech Messaging

This easy-to-learn feature lets users navigate their mailboxes using spoken commands to:

- Review, retrieve, forward and manage voice mail, e-mail and FAX messages using simple, spoken commands
- Listen to email via superior text-to-speech technology
- Access or create a contact in a common speech services personal address book
- Use voice commands to manage mailbox personal options
- Create and send a message by speaking a phone number, or a contact's name from a personal address book
- Simultaneously support both touchtone key presses and spoken commands when needed

Speech Dialing

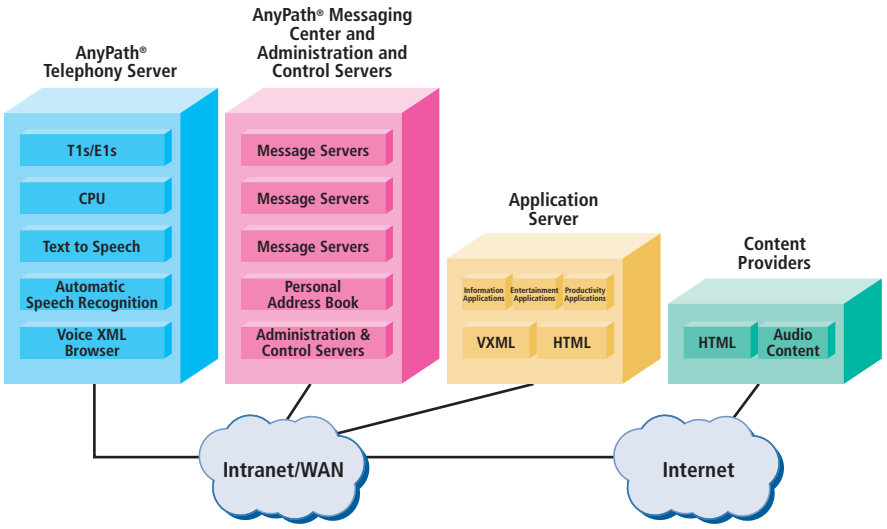
Speech Dialing offers subscribers hands-free dialing from any telephone – not just the ones that have this function built-in. This feature allows subscribers to move between multiple applications using spoken commands and share a contact list between Speech Messaging and Speech Dialing.

Speech Dialing enables any user to:

- Place a call from any telephone by speaking a name or phone number
- Manage a personal address book using contact lists from standard address book programs
- Perform a hands-free phone number look-up

Speech Information

Speech Information lets subscribers use spoken commands from any telephone to easily access a variety of compelling information and services. It allows user access to VoiceXML-based information services, productivity enhancing applications and entertainment programs.



With AnyPath®'s Integrated VoiceXML and distributed architecture, you can have applications developed or partner with Content Providers.

Uses open, industry standards to create global voice-driven applications

The AnyPath® Voice Portal Solution uses an integrated VoiceXML 2.0 interpreter, bringing flexibility and fast time-to-market capabilities to a powerful and robust carrier-grade solution. It integrates with industry-leading speech engines to seamlessly operate with Speech Messaging and Speech Dialing to provide a more natural user experience. With the AnyPath® Voice Portal Solution, you can create new applications in-house, with Lucent, or with a third-party.

Differentiates your services by enabling sticky applications

Speech applications give you a powerful way to differentiate your services. Lucent Worldwide Services (LWS) and the AnyPath® End-User Application team can provide you with seasoned technical and marketing expertise to accelerate your go-to-market plans.

LWS can help you design custom VoiceXML applications to meet your specifications including innovative services such as voice-enabled SMS. The AnyPath® End-User Application team can support you with in-depth knowledge of the voice portal market, ways to target and differentiate your offers, and help provide successful deployment strategies.

Enables custom application development

Lucent's global voice portal partner program can support you in finding expert partners to develop customized applications or provide prepackaged ones to fit your needs. This, in turn, can help you:

- Quickly build and bring to market proven sticky applications
- Rapidly and cost-effectively test emerging application solutions to quickly validate and make the most of new revenue-generating opportunities
- Establish greater market differentiation
- Add exciting new content offers
- Help increase your market share
- Target multiple market segments through tiered service offerings
- Supports multiple languages for globalization and localization

Move your customers to next-generation services

In this increasingly complicated world, the AnyPath® Voice Portal Solution can make communications easier. Hands-free, speech-enabled services allow your customers to do more, especially when on the move. The AnyPath® Voice Portal Solution can help your customers increase their productivity by performing many of the same functions they already perform using simple voice commands. This, in turn, can help increase their satisfaction with your overall service and reduce customer churn.

AnyPath® Voice Portal Solution for Service Providers

Features and Benefits

- Highly scaleable, geographically distributed architecture provides flexible, modular configurations and lower initial investment
- Open standard-based protocols permit third-party development of new applications
- Enhanced services help improve customer satisfaction
- Integral part of the AnyPath® End-User Applications portfolio and is uniquely designed to deliver next-generation MMS.
- NEBS™ tested, compliant, and certified, and CE Mark compliant – helps assure carrier-grade reliability
- Integrated VoiceXML 2.0 standards allows developers to create powerful and easy-to-use applications

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To learn more about the AnyPath® Voice Portal Solution, please contact your Lucent Technologies Sales Representative or Lucent BusinessPartner, or visit our Web site at http://www.lucent.com or http://www.lucent.com/messaging.

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