



***Speech-enabled virtual
assistants for mobile people***

Bachir Halimi

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www.excendia.com

What can Virtual Assistants do for you?



1. Answer People
Who Call You

2. Help You
When You Call

What can Virtual Assistants do for you?

Answer People Who Call You

- Speech Attendant Service
- Personalized greeting
- Fast Transfers
- Call Filtering & Call Screening
- Unified Messaging
- SMS Alerts



What can Virtual Assistants do for you?

Help You When You Call

- Read Emails, Calendar and Contacts
- Reply or Send New Mail
- Control Phone Status & Call Forwarding
- Call Contacts by Name
- Schedule New Appointments
- Speech Dial Phone Numbers & Call Back



Who Needs Virtual Assistants?

Service companies with a mobile sales force

- Financial & Insurance Advisors
- Lawyers & Accountants
- Real Estate Agents
- Consultants & Entrepreneurs
- Mobile Salespeople



Virtual Assistant Benefits

1. Increase Revenues & Profitability

- Increase Revenues: More Deals Closed
- Higher Customer Satisfaction: Retention

2. Improved Productivity

- Work while on the road
- Faster, better decision making

3. Reduce Costs & Complexity

- More efficient communication
- Save Time.



How Virtual Assistants Work?

Speech Gateway to Business Tools

Direct Access to Business Tools ...

- Telephony
- Messaging
- Business Data

To Deliver New Services ...

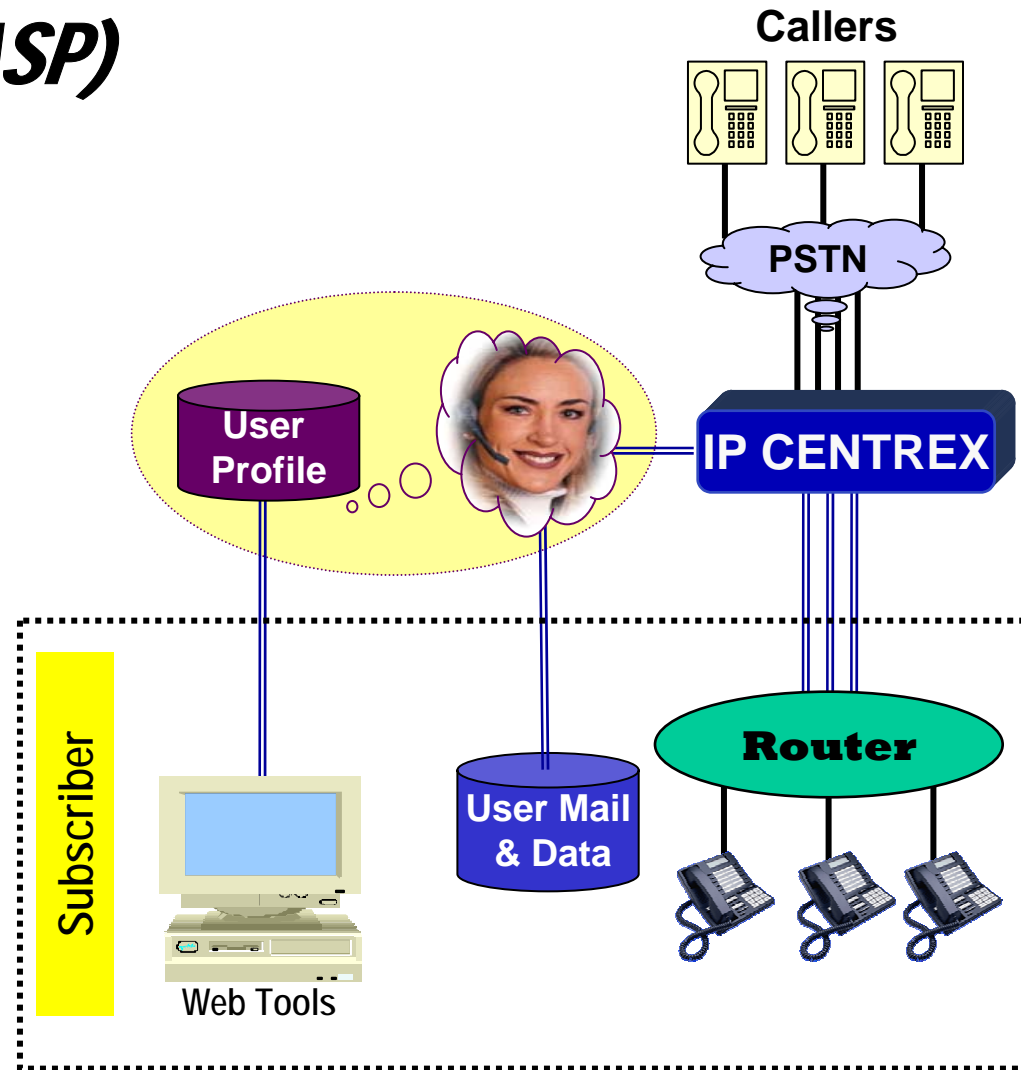
- Intelligent Call Management
- User Mobility
- Productivity on the Road



Implementations

Hosted Service (ASP)

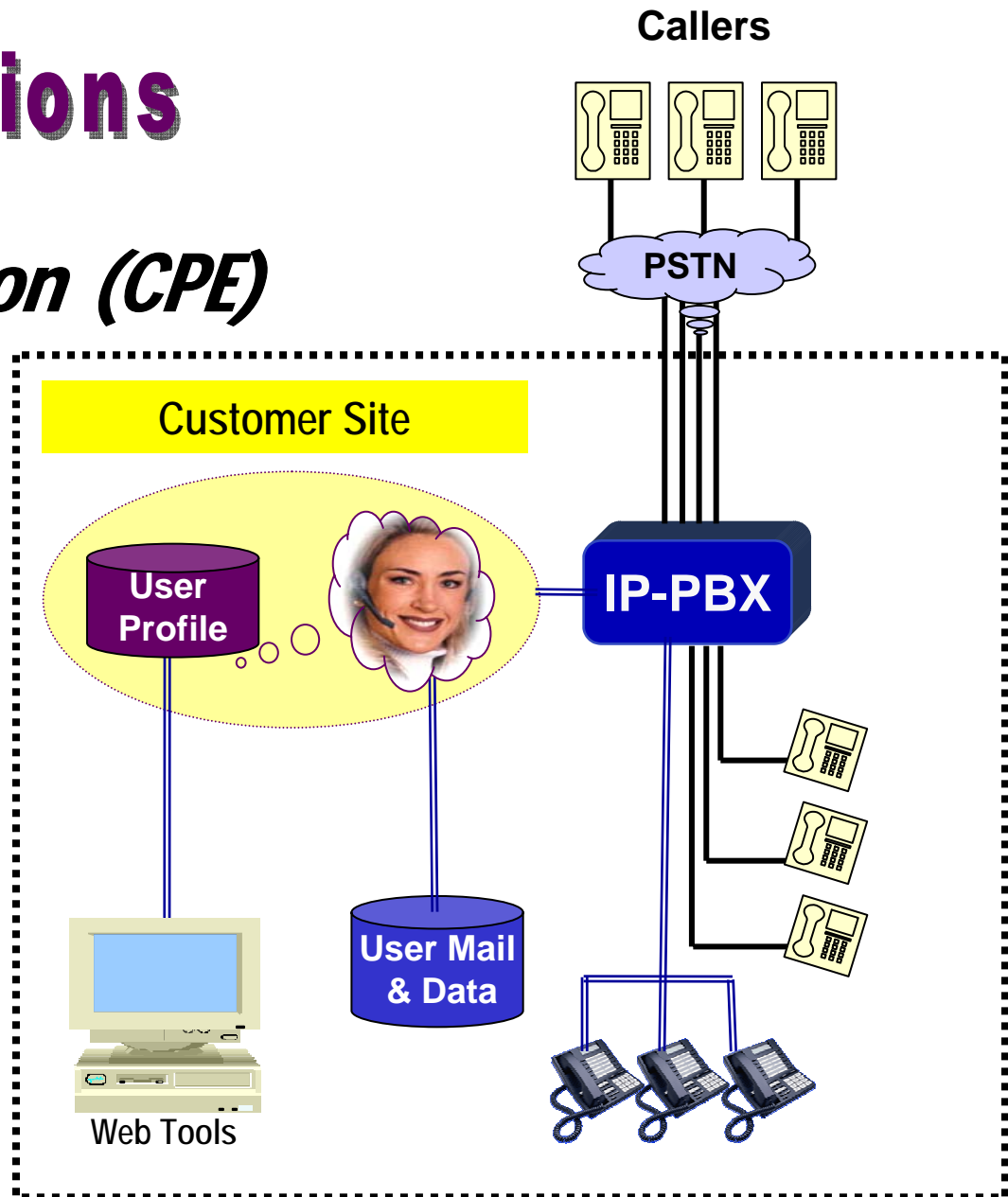
- ❖ IP Centrex integration (Virtual PBX)
- ❖ Remote Data Access
- ❖ Subscription-based services



Implementations

Enterprise Solution (CPE)

- ❖ Integrated with PBX
- ❖ Data delivered as speech
- ❖ No recurring fees



Technologies Used

Speech

- VoiceXML, ccXML
- MRCP

Mail Access

- HTTP, IMAP, POP3, SMTP

Data Access

- Web Services, SOA

Telephony

- SIP



Is the market ready for speech assistants?

Business Trends

- E-mail Proliferation
- Cell Phones Everywhere
- Internet & Web services

Technology Trends

- Speech technologies
- IP Telephony
- Mobile Access to Business Data
- Hosted Applications



Virtual Assistants vs Handheld Devices

HANDHELD DEVICES

- Multiplicity of Devices
- Limited Visual Interface
- Limited Data Entry
- Too Big as Phone
- Too Small as Computer
- Risk of Data Loss
- Useless while Driving

SPEECH VIRTUAL ASSISTANT

- No Special Device Needed
- Speech Content is Richer
- Human Speech Interface
- Easy Call Forwarding
- Call Contacts by Name
- Data Stays on Server
- Hands-Free, Eyes-Free



Will Speech Assistants Succeed?



Simple, Yet Effective
Solution to
Mobility Problems



www.excendia.com

Virtual Assistant Obstacles & Hopes

1. Speech Technology Cost

- From \$2000/port to \$300/port

2. Speech Recognition Quality

- Getting closer to natural
- Manage noisy environments

3. Computing Power

- Moore's Law is still working

4. Data Access

- Web Services opening the doors

5. Industry Standards

- Maturing: VoiceXML, ccXML, SIP



How to Choose your Virtual Assistant?

1. Does it Meet your Needs?

- Mobile Salesforce
- Customer Satisfaction
- Corporate Image

2. Does it Fit in your Environment?

- Works with your Phone & Mail Systems

3. Is it Open for Future Growth?

- Based on Standards
- Open Architecture

4. Does it Meet your Budget?



Virtual Assistant Future Developments

1. Follow Web Footsteps

More services: Info, Transactions, Entertainment

2. More Human Interface

Natural speech improvements

3. Integration in Communication Tools

4. More “Intelligent” Assistants



Will They Serve Coffee?



Maybe One Day!

Thank you!
Bachir.Halimi@excendia.com