



The VoiceXML applications specialists

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Outline

1. Business model
2. Showcase
3. Achievements and future work
4. Conclusions

Supporting material:

- History
- VoiceXML background

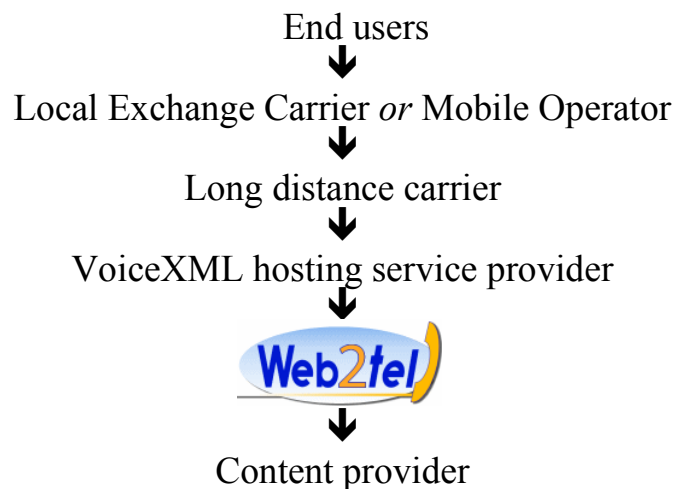


1. Business model

- Value added services
- Distribution medium
 - Public Switched Telephone Network
 - POTS, ISDN, GSM / GPRS / UMTS
- Initial revenue model
 - Premium numbers
 - 089x (France), 90x (rest of the world)
 - Charging, billing & cash collection performed by the telecom operators



Premium numbers value chain





Target markets

- Web sites
 - Provide voice access to your contents
 - Add voice contents to your Web site
- Companies & public institutions
 - Benefit from VoiceXML and (re-)design traditional IVR applications
- VoiceXML platform manufacturers, hosting providers and telecom operators
 - Extend VoiceXML platform with tailored applications



2. Showcase

- www.prizee.com
 - 1.5+ M registered users
- Web site: ~20 games
 - Limited number of free games per day
 - Arcade games "Game Boy" style
 - Chance games "scratch card" style
- Over the phone: 3 three scratch card games
 - A different way to play
 - Unlimited playing
 - Higher returns.





3. Achievements

- 2002 : Initial project draft
 - ✓ Voice access to selected Web applications
 - ✓ Focus on games
 - ✓ Technology evaluations: make or buy?



Achievements (cont.)

- 2003 : Project setup
 - ✓ Evaluate and select technology partners
 - ✓ Market research
 - ✓ Marketing strategy
 - ✓ Financials
 - ✓ Sign the first partnership agreement
 - ✓ Company created as **Qualifun**



Achievements (cont.)

- Dec 2003: Proof of concept
 - ✓ Technical targets
 - ✓ Financial targets



(Present and) future work

- 2004: Prove financial viability
 - One software engineer
 - New features + new applications
 - Break-even
- 2005: Ramp-up
 - One additional software engineer
 - More applications
 - Start making money ☺



4. Conclusions

- Technology is shaping the marketplace
 - Proprietary
 - Locked by specialists and telecom operators
 - VoiceXML
 - *Application developers*
 - Platform developers
 - VoiceXML hosting providers
- VoiceXML is creating a new market
 - Let's take a share!



VoiceXML history

- 1995: Bell-Labs publications
 - PML: Phone Markup Language
- Research teams
 - Lucent Technologies / Bell-Labs: PML
 - IBM: SpeechML
 - Motorola: VoxML



VoiceXML history (cont.)

- 1999 milestone
 - VoiceXML Forum created
 - AT&T, Lucent, IBM, Motorola
 - W3C « Voice Browser » working group created
 - Standards & interoperability
 - Web accessibility for visually disabled persons
 - Voice-enabling the Web



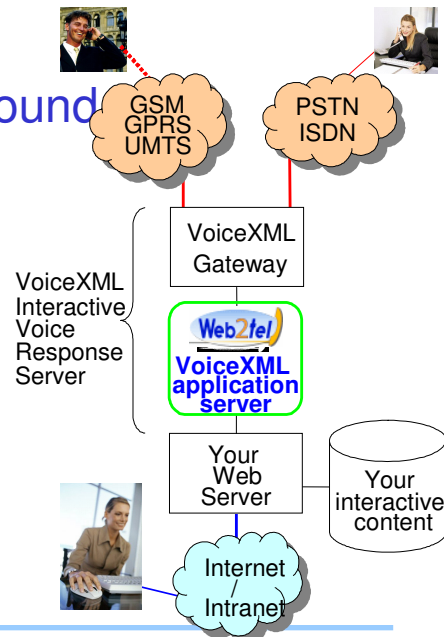
VoiceXML history (cont.)

- 2000: VoiceXML 1.0
 - Limited features
 - Multiple implementations
 - Live deployments
- 2004: VoiceXML 2.0
 - Wide industry support
 - W3C proposed recommendation



Technology background

- Reference architecture



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VoiceXML benefits

- Technical benefits
 - Interoperability
 - Standards based
 - Web infrastructure, technologies and tools

So, what are the ~~\$\$\$~~ benefits?

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VoiceXML benefits (cont.)

- Capital expenses reduction
 - Volume effect
 - Increased competition
 - VoiceXML hosting services
 - Developer learning curve



VoiceXML benefits (cont.)

- Investment protection
 - Proprietary technology
 - ➔ Changing means redesigning
 - ➔ Customer is locked-in
 - Open standard
 - ➔ Changing means porting
 - ➔ Customer is in control



VoiceXML benefits (cont.)

- Operating expenses reduction
 - WWW technologies
 - Competition between VoiceXML hosting providers
 - Seamless deployment over the international telephone network



Thank you for your attention