

# IVR AND VOICE PLATFORM



A cost effective carrier-grade IVR platform for Audio based Value Added Services



## IVR and Voice Platform

### REACHING THE MASSES THROUGH NATURAL LANGUAGES

The **Evamp & Saanga IVR and Voice Platform** is a carrier-grade platform for Telecom Service Providers to develop and deliver voice services to their subscribers. The platform specializes on allowing quick and cost-effective deployment of interactive voice response (IVR) applications that can be used to create new revenue streams, or save expenditures by automating tasks.

Voice is the most natural way to communicate with subscribers. It is also the one with the largest reach as it does not require any special smart-phones or internet connectivity and can be delivered on any simple mobile or landline phone. Furthermore, it can communicate in any language and also reach the population that may not be able to read and write.

### TURNKEY PLATFORM OFFERING

#### ONE-STOP SHOP

For a successful IVR and Voice Platform, it needs to be kept afresh with latest and updated content and applications. As part of our platform, Evamp & Saanga also offer full content services that are deployed as part of the setup. We maintain and update this content based on Service Level Agreements (SLA). In addition, to content services, we also provide full remote management of the platform.

We have expertise in launching and running some of the largest voice portals and IVR services with over 2 million daily minutes.

#### TELECOM INTEGRATION

The IVR and Voice Platform needs to be integrated with a Telecom Service Provider network. We support integration into TDM networks using SS7 signaling as well as NGN/IP networks using IP. Our telecom integration experience also includes integration with telecom provisioning systems and BSS platforms for proper monetization of the IVR services.

#### CLOUD OFFERING

The IVR and Voice Platform can also be provided in a cloud without the customer requiring buying any infrastructure. The platform is hosted in a cloud server in USA, Europe or Asia depending on the proximity of the customer and voice access is provided over IP and SIP.

### IVR & VOICE PLATFORM FEATURES:

- Housed within the Telecom Operator Data Center (using IP or SS7) for Telecom Service Provider Deployments
- Housed in the Cloud for hosted services over IP
- Turnkey offering with highest standards of reliability. For critical hosted IVR applications, we offer an SLA with responsive engineering support 24-hours a day, 7 days a week.
- Support for Automatic Speech Recognition (ASR), Text to Speech (TTS) in several languages using the popular ASR/TTS engines and grammars.
- Development environment for VoiceXML, SSML, ABNF, JSGF, ECMAScript.
- Multi-language support
- Comprehensive Reporting and Statistic Tools



**Evamp & Saanga**

## IVR AND VOICE PLATFORM

- COST EFFECTIVE DEPLOYMENT HARDWARE AND SOFTWARE
- LINUX OPERATING SYSTEM
- INTEL/AMD X86 HARDWARE
- WEB BASED ADMIN TOOLS
- WATCHDOG AND NOC ALARMS AND SNMP TRAPS

## LARGE VARIETY OF APPLICATIONS:

- NEWS: Breaking news, Alerts, Weather Forecasts, Finance
- MUSIC: Song Portals, Karaoke, Ring Tones, Ring back tones, IVR Radio
- INFOTAINMENT: Jokes, Cooking Recipes, Astrology, Education
- SPORTS: Live commentary, Scores, Various sports
- CONTESTS: Quizzes, Singing competitions
- MULTI-PARTY: Friend Finder, IVR Chat



## HIGH-PERFORMANCE AND RELIABILITY

The IVR and Voice Platform is truly carrier-grade and for use for large-scale voice applications. The platform can expand from a single PRI to up to 10 PRI on a single hardware platform. For more than 10 PRIs, another hardware platform is added but the application and data can be shared. Each PRI can give 30 simultaneous calls.

The Platform is supported for 24x7 operations. In a high-availability (HA) setup, at least two servers are installed and traffic can be diverted to a single server while one system is upgraded.

The platform comes with a monitoring tool that provides system statistics for network management staff. Any alerts and alarms can be sent to the network operation center (NOC) or to any network management system through SNMP traps.

## OUT OF THE BOX APPLICATIONS

### VOICE PORTAL

The IVR and Voice Platform have a number of applications readily available that can be launched immediately. The Voice Portal is one of such applications, where a number of generic information services can be offered. The Voice Portal can be easily customized with new voice prompts in a local language or accent. Voice Portal runs over voice based commands and user can access desired content or category within seconds by saying its name. For Example if user wants to listen to news the user will only say 'News' and the portal will take the user to the news category.

### FIND A FRIEND

The Find a Friend application is a Social Networking application for Voice. It allows users to create their profiles and friend lists and find new friends. Every user has their own personal message box where others can leave messages. It's a great way to socialize and create a community within your telecom network. Users can listen to each other profiles and can directly talk to other friends via this application with a concealed identity. Users can create profiles in their own voice or can choose readymade profiles to tag against their mobile numbers.

### RADIO IVR

The Radio IVR application allows streaming of live Radio or TV audio broadcasts onto a phone. This application provides the latest information to users by the touch of their phone. It also allows users to 'tune into' content that may be far away from where they currently are.

### AND MANY MORE APPLICATIONS

There are a lot of other applications available that can be provided and easily customized.



## ABOUT EVAMP & SAANGA

**Evamp & Saanga** is a leading developer of Web, Mobile, and Telecom related applications and solutions. The company was established in 2001, with a focus towards design and development of innovative solutions for this converging market of Web, Mobile and Telecoms. In addition to our own product development, we offer custom development services and system integration for clients.

Evamp & Saanga is also a pioneer within the using Voice technology and IVR systems for Telecom Value Added Services (VAS), running some of the largest deployments of IVR systems.

Our Telecom and Mobile applications and solutions include both server-based platforms and client-based applications. We have developed products that are running live at some of the largest Telecom operators in the world running mission-critical systems.



## TELECOM SOLUTIONS

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