

## VoiceXML Platforms: Criteria for Platform Selection Study

*Since 1985, Opus Research has been tracking the drivers of platform selection for Voice Self-Service platforms. Earlier this year, VoiceGenie commissioned a project to update the current criteria used by implementers when selecting a VoiceXML platform. This report reflects the results of the four-month survey process.*

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## Key Findings

The purpose of this study was to determine the factors that help influence a purchaser's decision when selecting a Voice Self-Service (VSS) platform, also known as a VoiceXML Browser.

- **Web-Based Tools Are Critical** – When it comes to VSS platforms, Web-based tools are critical. Respondents are primarily looking for Web-based dashboards, provisioning, reporting, administration and operations-management tools. Web-based development tools are also considered to be very important.
- **Standards Are Key** – Most respondents believe that their solution must support a number of applicable standards, most importantly VoiceXML. It's expected that the solution is not only certified as VoiceXML-compliant, but that the vendor actively works with the VoiceXML forum.
- **ASR Vendor Is Influential** – Historically, PBX and CTI vendors were very influential when selecting a new VSS platform. However, with the advent of speech, the standardization of PBX interfaces and a general migration towards SIP, the role of prime influencer is quickly shifting to the speech recognition engine vendor.
- **Interoperability Is Very Important** – VSS platforms need to work on easily obtainable hardware and fit within existing and future telecom and IT environments. Supporting Microsoft Windows is no longer an option but rather a requirement, with other operating systems quickly losing importance. SIP and Dialogic support is also considered to be mandatory.
- **Price Is Still a Serious Consideration** – Over half of all speech implementations have been delayed due to pricing considerations. All aspects of a solution—including voice browser/VSS platform, speech recognition, application server, text-to-speech and professional services—need to be addressed and costs need to be justified to accelerate the adoption of VoiceXML and speech recognition.

## About the Study

This study was commissioned by VoiceGenie prior to its announced acquisition by Genesys, an Alcatel Company. VoiceGenie did not in any way, shape or form influence the study results.

The mechanism for this study was a multi-question Web survey, authored by Opus Research and hosted on the Opus Research Web site. The survey ran from January until April 2006 and was supported by marketing campaigns ranging from VoiceGenie newsletters to *Speech Technology Magazine* news blasts.

Three participants received a 30 GB iPod (compliments of VoiceGenie) and the results of the study were first presented at GenieSummit in Montreal, Canada on May 17, 2006.

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