



# News Analysis: Blueworx, the New Name for WebSphere Voice Response



## opusresearch Report





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**NEWS SUMMARY:** Waterfield Technologies, a U.S.-based system integrator specializing in customer care technology solutions, has acquired the K ebGphere Voice F esponse (WVR) product line and operations. Its newly formed subsidiary, Blueworx ([www.blueworx.com](http://www.blueworx.com)), now employs the long-standing technical staff and support engineers to ensure timely delivery of product updates and features as well as the high-levels of uptime (99.999%) availability on its most popular configuration to which current customers have grown accustomed.

Blueworx will continue to deliver the feature packs and upgrades for the entire voice response (VR) and unified messaging (UM) functions. Ib UXX]h]cbž6`i Yk cfl offerg current customers and prospects the option to deploy K VF on traditional Linux platforms (in addition to AIX) k ]h flexible, cloud-based consumption models.



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## Blueworx Brings WVR into the Age of Intelligent Assistance

The Waterfield family of businesses, founded in the mid-1920's, brings together a legacy of supporting applications and complex solutions for nearly 100 years. More recently, through its Waterfield Technologies operating unit, the company has focused on system integration for the contact center community, serving as a reseller and integrator of software and services from Aspect, Avaya, Cisco and Genesys. In 2014 it completed the acquisition of Chrysalis Software, a professional services organization with long-term focus on Avaya Contact Center and Interactive Voice Response technologies.

The formation of Blueworx coincides with growing demand for “intelligent assistance” enabling customers and prospects to contact companies through the device of their choice, using their own words at all hours of the day. As an operating affiliate of Waterfield Technologies, Blueworx will benefit from the company’s demonstrated ability to support multi-channel customer care and unified messaging that draws on resources from a multiplicity of vendors in real-time or near real-time.

## Props to a Self-Service Workhorse

Since 1998, IBM’s WebSphere application servers and middleware have evolved into capacious and pervasive platforms for Web-based communications and commerce. Dating to 2000, Opus Research paid special attention to the development of WebSphere Voice Response (WVR), as it evolved into a rock-steady platform for conversational e-business solutions, voice-based self-service, unified messaging and speaker authentication.

Today, with hundreds of implementations around the globe handling millions of calls every day, WVR is proving to be a highly-reliable, high-volume platform for phone-based self-service. Designed with web standards and Service-Oriented Architecture (SOA) in mind, WVR has supported customer-to-business communications during a time of profound technical transformations. A general move from TDM to VoIP-based telephony, a shift to Web-standards for application development and run-time, and the overall move to digital commerce took place without disrupting performance.

## Scalability and Reliability are WVR’s Distinction

All the while, IBM introduced product updates and refinements at an accelerating pace in response to customer expectation for regular updates and continuous delivery of new features and functions. Refinements like MRCP Failover to ensure uptime and Secure SIP to harden networks against the introduction of malware kept the systems running safely and reliably.

Big Blue also pursued a roadmap designed to operate at unprecedented levels of scale, in line with efforts for customers to control capital spending and operating costs. The latest versions of WVR are deployed on fewer numbers of machines and they are optimized for the latest IBM computing platforms, the Power7 and Power8. As a result they have demonstrably supported 53,760 channels on a single 7U BladeCenter.

**ONE CUSTOMER WITH A TELCO-GRADE PLATFORM HANDLES 6 MILLION CALLS EVERY DAY AT 99.999% AVAILABILITY.**



## Blueworx: Carrying on the Tradition of WebSphere VR

As WebSphere VR and related services transform into Blueworx, the organizations includes a staff of professionals dedicated to supporting and refining this carrier-grade, highly-scalable IVR and unified messaging platform. It combines a staff that will carry on the commitment of IBM to one of its longest-standing platforms with a well-respected system integrator and specialist in multi-vendor environments that support self-service applications that span inbound care, intelligent call routing, proactive outbound notifications and custom mobile applications.

## The Blueworx Advantage: New Service Offerings

Existing customers will benefit from dealing with the same personnel that provided high levels of service assurance and uptime at IBM. They will also have the access to familiar development tools and customary performance reports. Customers and prospects will find the new company to be more flexible in deployment options including a broad array of new service offerings designed to help enterprises maximize platform capabilities. New platforms will run on Linux as well as AIX, for example. Additional new features, functions and integrations will be introduced in response to market demands at a more rapid pace.

Waterfield has built its reputation supporting large enterprise efforts to support their multi-vendor, multichannel customer care fabrics. It has partnership relationships with Aspect, Avaya, Genesys and Twilio and has incorporated technologies from NCR, Nuance, Convergys (Intervoice), Syntellect and LumenVox, in addition to IBM. Quick to recognize that high-quality multi-channel customer care relies is almost always vendor-agnostic, Waterfield's personnel helps large companies integrate best-of-breed solutions from a multiplicity of vendors.

## **BLUEWORX COMBINES WELL-REGARDED, WORLD-CLASS SUPPORT ORGANIZATION WITH A WORKHORSE OF A SELF-SERVICE PLATFORM.**

At the same time, Waterfield recognizes WebSphere VR to be the category leader in large-scale, highly-reliable, voice response and unified messaging. Blueworx combines well-regarded, world-class support organization with a workhorse of a self-service platform. Existing customers, as well as prospects, looking for a solution provider focused on the optimal IVR platform should take note.

## Next Up: The Cloud and Flexible Pricing Models

To unleash the power of WebSphere VR, Blueworx is poised to move its capabilities "into the cloud" where it can be more tightly coupled with development tools, computing and storage resources that support rapid introduction of new applications and features. That means that deployment into the IBM Bluemix stack is imminent. Support staff and application developers from Blueworx or its client companies will have unprecedented flexibility to add capacity, features and functions.



Blueworx has appeared at a transformational stage for IVRs. For decades, they have been the central platform for phone-based self-service. The knowledge bases, dialogue and call management resources associated with voice-based interactions have long been critical to creating a pleasant customer experience. The growth of digital, mobile commerce has changed usage patterns that greatly alter - without eliminating - IVRs from each customer's critical path. In fact, based on Opus Research's recent research, voice continues to be part of 8 out of 10 of multi-channel customer journeys.

With a roster of experienced technical support personnel and integration resources, Blueworx brings a proven workhorse in the world of phone-based self-service into the age of mobile-first, omnichannel digital commerce.

## About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Intelligent Assistance, Mobile Search and Commerce, and Intelligent Authentication. **[www.opusresearch.net](http://www.opusresearch.net)**

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