

## **VoiceObjects 6: Product Introduction Impact Study**

*As part of ongoing analysis of Conversational Access Technologies (CAT), Opus Research produces occasional 'Impact Studies' regarding important industry events, such as major product releases that could shape overall product architectures and market acceptance. The July 2006 release of VoiceObjects 6, coupled with the company's re-location to California, marks a significant product and market shift that will influence how enterprises and service providers can implement and manage self-service phone applications – from touch-tone or speech to multimodal voice, video and text-based applications. VoiceObjects uses a true application-server architecture. By separating application development from application execution and management, VoiceObjects enables both the voice and Web-tool community to better support large and complex CAT deployments.*

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## Key Findings

Observations in this report are predicated on the following developmental imperatives:

**Application Servers Address Complexity** – For applications that are complex or frequently updated, application servers can speed the development and deployment time plus reduce the time and cost of change management.

**Change Management Is Key** – The majority of tools for voice applications are tailored to support initial deployments. Managing changes across dozens, hundreds or even thousands of applications requires an application server-based approach.

**Revision Control Is a Challenge** – An overall challenge with tools that generate either static code or runtime executables is managing the internally generated project files. Manual processes or interfaces with change management systems are necessary to ensure application revision control.

**Application Servers Provide a Migration Path to More Complex Applications** – Application server driven applications solve problems for implementers of complex applications, enterprises with system-wide requirements, and service providers implementing multiple applications across various voice self-service platforms.

**Tool Continuity Is Crucial** – Voice application developers have strong personal preferences on how to implement new applications. Changing tools impacts both efficiency and developer productivity so allowing for flexibility in tool selection is key.

**Address Multimodal Applications, Not Just Voice** – In an IMS world, applications and architecture no longer have the luxury of being focused on a single modality. More often, applications that start with voice self-service need to encompass multimodal content delivery as well as handle increasingly complex call routing.

**Riding on the Web's Coattails** – Accommodating Web developers by allowing existing Web application development tools to easily author voice applications helps spur acceptance of voice in more enterprises. VoiceObjects' interface allows Web developers, e.g. SAP NetWeaver or IBM developers, to create voice applications using the same tool used to create Web applications. Furthermore, VoiceObjects leverages existing Web site interfaces to backend systems to speed development, deployment and maintenance.

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