

**Aculab Cloud – IVR platform
Product deployment note**

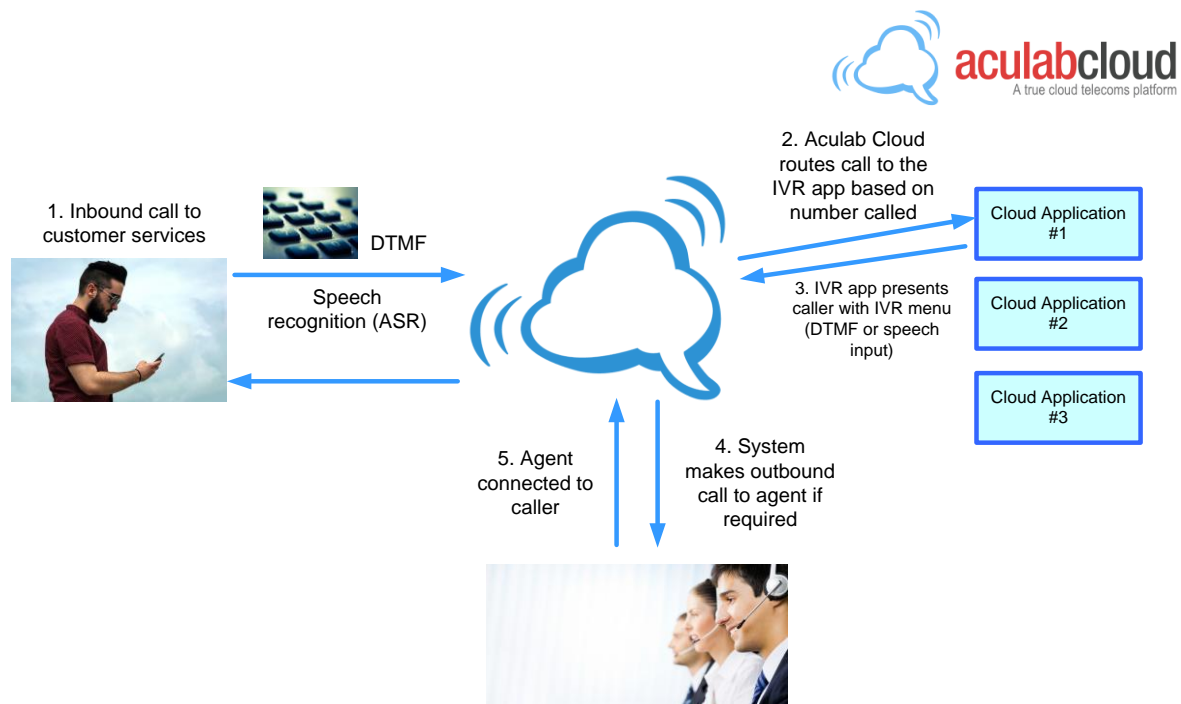
The Aculab solution

IVR systems are widely used as the default method to handle incoming calls to businesses. They are used to service high call volumes, reduce cost and improve the customer experience. Examples of typical IVR applications are telephone banking, televoting and payment/billing services.

Using Aculab Cloud's IVR APIs, you can build applications that allow customers to interact with a back-end system via a telephone keypad or speech input (speech recognition). This allows them to obtain the information they need or break-out to speak to an appropriate agent.

Depending on the type of IVR application you build, a number of options are available. You might, for example, want the IVR system to respond with pre-recorded or dynamically generated audio to direct users how to proceed. Aculab Cloud supports both options via the use of stored, pre-recorded messages and text-to-speech (TTS) capabilities in over 20 languages.

Aculab Cloud based IVR system



Key Features

Aculab Cloud supports all the telephony resources required for IVR platforms:

IVR system requirements	Aculab Cloud capability
TTS	Aculab Cloud supports text-to-speech (TTS) in 22 languages, allowing quick and easy application prototyping and, more generally, the ability for your applications to 'speak' text to users.
ASR	Aculab Cloud includes speech recognition technology at no extra cost to enable developers to build a speech enabled IVR system. Initial support for English language, further language support a roadmap item.
SSML	The TTS methods support the embedding of Speech Synthesis Markup Language (SSML). This is a very flexible way of adding expression to how your text is spoken. Further details on the SSML features and voices supported are available in the Aculab Cloud TTS documentation.
Call transfer	The ability to transfer a call is provided in the form of retrievable transfer. This re-routes the audio to another destination, but maintains control over the call, allowing it to be retrieved. This allows a caller to 'opt out' of an automated system and be switched to an operator or agent.
Call connect (tromboning)	Call connect or tromboning allows additional features such as DTMF-recognition during connected calls. For example, the original called party presses # to drop out of the call, interact with the system and then drop back in.
Media files	Aculab Cloud allows media files to be stored via a highly reliable, distributed storage system. Encrypted storage is supported for sensitive data applications, e.g., healthcare (patient/doctor calls).
Simple pricing	Pay-as-you-go approach and per minute billing – only pay for the resources you use. TTS and ASR features are included in the overall 1¢ per minute platform price.
True cloud model	Uses Amazons' AWS infrastructure to provide elastic scalability, redundancy and reliability. Provides scalability to meet peaks and troughs, continuous improvement of the platform and European or US cloud infrastructure choices (for low call latency and to alleviate data security concerns).
Simple to program, fast deployment	Aculab Cloud provides high-level APIs in multiple languages to speed your development time from months to days.
Global platform	Offering local inbound numbers in over 50 countries with extensive toll-free number support, US and European media processing infrastructure choices and over 20 TTS languages supported

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