

AVST Advanced Messaging Solutions

Improve Your Control Over Communications



AVST
CallXpress®

Staying on Top of Communications



To succeed in today's accelerated business environment, you must respond swiftly to opportunities and requests, from both customers and colleagues. AVST CallXpress® Advanced Messaging can give you that competitive edge. With state-of-the-art features like notification, networking and fax-on-demand, our voice messaging solutions allow you to maximize employee productivity and provide superior customer service.

CallXpress Advanced Messaging also offers the industry's simplest management: unlike many messaging products, our solutions are based on the popular Microsoft Windows® platform, so your employees don't have to learn a new skill set. And, you have room to grow: CallXpress Advanced Messaging scales up to 144 ports, integrates with both circuit based and IP switches, and can easily be upgraded to an AVST unified messaging solution.

Streamlining your communications with AVST will help your company perform its best—not just today but for years to come.

Gain Greater Control of Voice Messages

With CallXpress Advanced Messaging, you can zero in on the voice message you need, without sifting through your whole mailbox. Choose which messages to listen to first: oldest, newest, urgent messages, or those sent by a specific caller. Process multiple messages with a single command, or bookmark a spot in a message with one keystroke. Responding is faster, too: just touch a button and CallXpress Advanced Messaging will automatically dial the caller back, so you can speak in real-time. And, for those working across different time zones, CallXpress Advanced Messaging automatically adjusts the time and date of each incoming message to the subscriber's selected time zone.

Leave the Office without Losing Touch

Have you ever had to dial in over and over to see if a critical call has come in? Or lost a customer sale because they didn't receive a response in a timely manner? With CallXpress Advanced Messaging, you'll never have to miss an important message again. Its user-friendly notification capability allows you to provide up to nine alternative contact numbers and instruct the system to notify you when a particular type of call comes in, so you can respond immediately.

Improve Customers' Experience

With CallXpress Advanced Messaging, you'll be able to give your customers a wide range of service options when they call in. You can allow them to quickly access pre-recorded information such as your hours of operation and street address, request that data sheets be faxed to them, or reach an extension of their choice—24 hours a day. Your employees can also tailor their own incoming call menus, giving callers extended options such as holding, transferring to a co-worker, or trying the employee on a cell phone or pager. And, if you serve a multicultural or international constituency, CallXpress Advanced Messaging allows you to provide prompts in up to five different languages.

Increase Productivity

CallXpress offers Seneca™, a speech-enabled call management module. Seneca dramatically improves the success rate for person-to-person calls through a voice-driven automated attendant system—one of many capabilities that lead to increased productivity. Seneca allows users to: complete all calls in one call, to respond to voice, e-mail and fax messages any time, anywhere and to focus on profitable tasks rather than unproductive rounds of phone tag.

Minimize Your IT Burden

A good number of voice messaging systems are based on proprietary technology, which does not support open standards and requires a unique, specialized skill set to administer. In contrast, CallXpress Advanced Messaging is based on Microsoft Windows. Integration is easy, and employees can administer the system from any Windows workstation on the network.

Reduce Training and Administrative Demands

CallXpress Advanced Messaging can be introduced to your staff with little or no training from your system administrator. All AVST mes-

saging systems include a subscriber tutorial that walks new users through creating their mailboxes, recording personal greetings, and setting their security code. And, when employees need to change their personal mailbox options, there's no need to involve your IT team: employees can make the changes themselves.

Bridge Multiple Locations

If you have more than one business site—whether across the street or on another continent—you'll be able to link it into the same messaging system, using the optional Networking module. Since AVST solutions support analog and digital networking formats, as well as the industry standard AMIS and VPIM profiles, you can also network CallXpress Advanced Messaging with other vendors' messaging systems.

AVST also saves your IT team considerable time and effort in administering networked sites, through its Global User Administration module. With this optional capability, your administrators will be able to see all network systems and user accounts in a single, unified view, and perform administrative changes across multiple systems simultaneously. AVST also supports digital networking with automatic synchronization of user and server data across the Internet.

Sustain Your Investment

As your company grows and your IT infrastructure evolves, your investment in CallXpress Advanced Messaging will continue to pay off. If you migrate from a circuit-based switch to an IP switch, CallXpress Advanced Messaging can migrate right along with you, since AVST applications integrate with over 250 PBX switches, both analog and digital. And, when you are ready for an enterprise-level messaging solution, you'll be able to implement it at a significantly lower total cost of ownership by seamlessly upgrading to an AVST Unified Messaging solution—providing access to various message types via a single interface.



Applied Voice & Speech Technologies, Inc. ("AVST") is a leader in the unified communications ("UC") marketplace uniquely combining the strengths of its world-class messaging platform, CallXpress®, with its speech-enabled call management module, Seneca™, to create a powerful, next-generation unified communications solution. The Company's products are designed to scale and support organizations of all sizes.

For more information please contact us at: www.avstgroup.com or +1.949.699.2300.

CallXpress® Unified Communications



21st century business:

Workers juggle multiple responsibilities and relationships, from the road as often as from the office.

21st century expectations:

Customers and business partners want answers. It doesn't matter if workers are busy or traveling—if they aren't available or don't respond quickly, customers will go elsewhere.

To stay competitive, fast and dependable communication is essential. The problem: conventional systems don't always live up to that standard. If you've ever missed an important call from a customer or tried to get an urgent e-mail or fax to a traveling employee, you know how often traditional communication methods fall short. Further, managing disparate systems is eating into productivity: today's professionals spend an increasing percentage of their time just accessing messages.

21st century solution:

CallXpress unified communications from AVST. Proven real-time communication and message management capabilities enable workers to remain accessible and speed response time. As a result, CallXpress enhances mobility, productivity and customer service. It returns the 21st century competitive edge.



Make Communications a Competitive Edge

CallXpress® is a leading unified communications solution from Applied Voice & Speech Technologies, Inc. (AVST). It combines voice, fax and e-mail messages in one inbox and makes them accessible via telephone, wireless device, computer or the Internet. Those who adopt unified communications have a tremendous advantage over competitors: increased mobility and productivity, better customer service and lower costs. Thousands of companies have already streamlined their corporate communications with CallXpress unified communications. Join them and gain the benefits of effective communication.

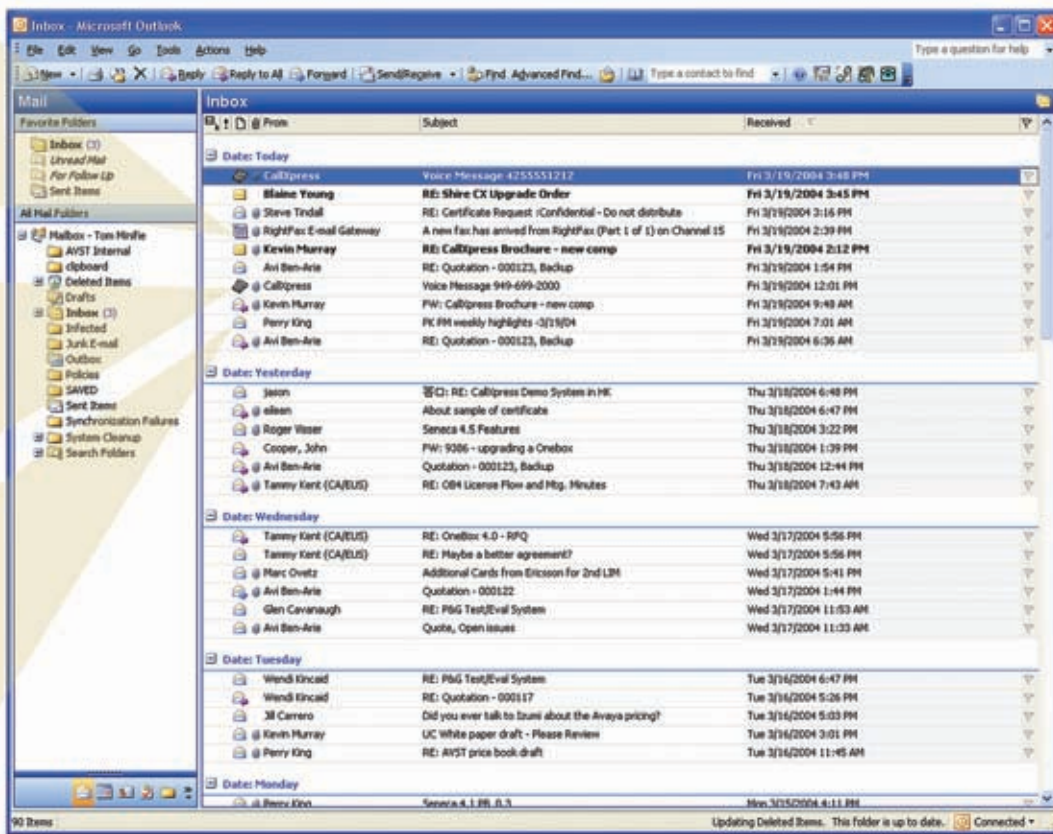
Gain the Freedom...to be Available

Never miss another urgent call or message, no matter where you are. With CallXpress rules-based call and message management capabilities, you can instruct the system to "find" you for real-time conversation or notify you of messages.

CallXpress is extended by the Seneca® Speech-enabled Call Management Module which helps businesses accelerate the management of inbound and outbound phone calls with voice-activated commands. Seneca connects callers to recipients via simple, spoken instructions such as "locate" to find an employee at secondary numbers or "try another person" to transfer in one call. It also links workers to information and associates. Features include a virtual assistant that allows workers to automatically place calls via spoken commands.

CallXpress also offers Automated Agent, an optional 24-hour Interactive Voice Response (IVR) feature that improves service and lowers costs. Automated Agent accepts caller input and instantly provides customized information. It also transcribes voice data and constructs voice messages without employee interaction.

With CallXpress message notification, you can instruct the system to notify you of specific messages or those from specific senders. For example, you may choose to have all urgent messages—voice, fax and e-mail—forwarded to your mobile phone. CallXpress will try to reach you at up to nine phone numbers, including pagers, mobile phones and SMS-enabled devices. You can also use the CallXpress message forwarding feature to automatically re-route messages while you're on the road.



Using CallXpress, your employees can access voice, fax and e-mail messages through their mobile phone, computer or Internet.

...to be Mobile

With CallXpress, traveling doesn't mean losing touch: you can still receive automatically forwarded phone calls or messages.

Powered by Find me / Follow me features, the Seneca module routes callers to various mobile and landline telephone numbers. As a result, even while workers are traveling, customers can reach them through transparent, automatic location.

CallXpress users manage voice, fax and e-mail messages from any location at any time—whether via laptop, telephone, cell phone or the Internet. Let's say you are expecting an important e-mail, but you're driving between appointments. Not to worry. You grab your cell phone and head set. Directed by either the touch tone key pad or voice commands, CallXpress reads your voice, fax, and e-mail messages over the phone using text-to-speech technology. Voice-activated management simplifies message management and ensures continued productivity even as countries and U.S. states legislate hands-free cell phone use.

Responding is Easy:

- Send a voice response to the e-mail. Record a response, it will arrive in the sender's e-mail inbox as a .wav attachment.
- Use CallXpress LiveReply to respond to a voice message with a live telephone call.
- Access e-mail attachments from the phone by forwarding them to any local fax machine, such as at your hotel.



While on the road, listen to your e-mail messages over the phone and respond with a voice message.

...to Increase Productivity

Each day, the average office worker handles numerous calls and close to 200 messages in various formats (META Group). By handling communication with speech commands and integrating e-mail, fax and voice messages, CallXpress cuts the time it takes to manage messages by 50 to 70 percent.

An AT&T study shows 75 percent of incoming business calls never reach intended recipients—instead callers and workers are left to play phone tag. With the Seneca Speech-enabled Call Management Module, CallXpress dramatically improves the success rate for person-to-person calls. More real-time connections lead to greater productivity for both the caller and the recipient. Additional voice-activated features also encourage efficiency. For instance, a Seneca return call capability enables workers to easily call back their customers, vendors and business associates by simply stating the request rather than looking up and dialing numbers.

Further impacting productivity, all messages—voice, fax and e-mail—appear in your Microsoft® Outlook®/Exchange or Lotus Notes® and Domino® e-mail inbox. Prioritizing is possible with a quick glance and messages may be accessed in any order. You no longer have to wade through all your voice messages to get to the important one. The bottom line: productivity rises as CallXpress users spend less time managing messages and more time acting on them.

Cost Savings and Payback Projection

	OFFICE-BASED	REMOTE/ TRAVELING	TOTAL
NUMBER OF EMPLOYEES	180	20	200
TIME-SAVINGS (IN HOURS/DAY)	0.25	0.4	
AVERAGE HOURLY SALARY COST	\$12	\$25	
SAVINGS PER DAY	\$540	\$200	\$740
SYSTEM COSTS	\$34,200	\$3,800	\$38,000
PAYBACK IN DAYS			51.35

Estimate for a 200-user system with 20 remote/traveling employees, based on COMgroup Unified Messaging Time Saving Study, February 2004.

Customize Communications with AVST Solutions

CallXpress provides core functionality that may be extended by powerful components. All AVST solutions are highly reliable, scalable and based on an open architecture. Together, they build a solid unified communications platform. Individually, CallXpress components offer scalable customer and message management.

Customer Management

AVST customer management solutions allow you to manage interactions and deliver quality service while building long-term, profitable relationships with your customers. Innovative call management and Interactive Voice Response (IVR) solutions from AVST will help you manage overwhelming call volumes, regulate call distribution to employees, increase employee productivity and automate customer interactions without employee intervention.

Speech-enabled Call Management—As a vital component of the CallXpress unified communication solution, Seneca is a suite of integrated tools designed to help businesses streamline and accelerate the management of inbound and outbound phone calls, voice messages, e-mails and faxes.

The system provides an up-front notice of calls, so you stay in control. Voice-activated options and menus are easy to follow and callers may also access company information any time via the 24-hour Seneca automated attendant. As a result, you're more efficient and your customers benefit.

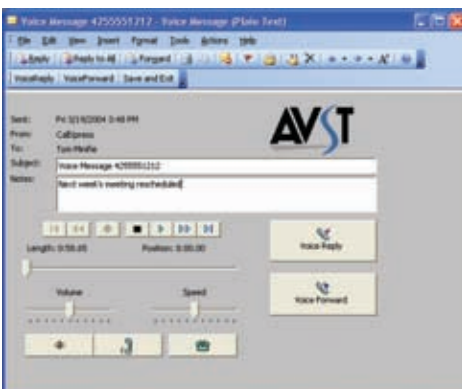
Automated Agent—Any information stored in a database can be spoken or faxed to your customers via Interactive Voice Response (IVR). Automated Agent, the premier IVR system from AVST, provides automatic, accurate information to callers who are glad to avoid busy signals or holding. Because it works 24 hours a day, Automated Agent can increase your customer service without increasing staff costs.

Message Management

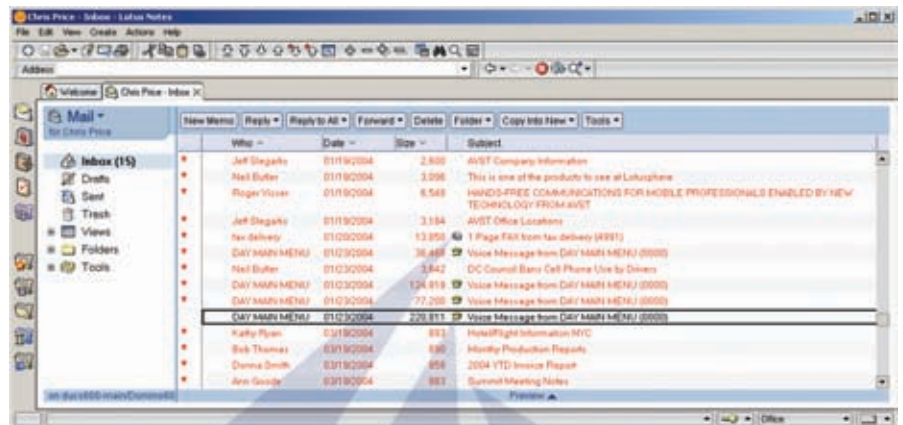
As businesses develop, communication needs expand. An organization with needs for a voice mail system today should implement a solution that may be expanded to meet future unified communications needs. AVST provides scalable solutions that support global networking and sustain up to thousands of users on a single platform. As such, AVST is positioned to handle communication needs today and in the future.

Unified Messaging—As the leading unified messaging solution from an independent supplier, CallXpress allows universal access to voice mails, e-mails and faxes via the computer, cell phone, PDA or Internet. With CallXpress, you manage voice, fax and e-mail messages via a familiar groupware interface. Minimal training is required. CallXpress unified messaging may be extended with the aforementioned innovative technologies.

Advanced Messaging—With feature-rich voice messaging, notification, audiotext, voice forms, fax-on-demand and other capabilities, CallXpress Advanced Messaging solutions allow you to maximize employee productivity and provide superior customer service. And, you have room to grow: CallXpress Advanced Messaging scales up to 192 ports, may be networked with other vendors' messaging systems, integrates with both circuit-based and IP switches and can easily be upgraded to an AVST unified communications solution.



Listen and manage your voice messages from your desktop.



From your Microsoft Outlook or Lotus Inbox, you can quickly see all three message types because they are identified with their own unique icon.



Applied Voice & Speech Technologies, Inc. ("AVST") is a leader in the unified communications ("UC") marketplace uniquely combining the strengths of its world-class messaging platform, CallXpress[®], with its speech-enabled call management module, Seneca[®], to create a powerful, next-generation unified communications solution. The Company's products are designed to scale and support organizations of all sizes.

For more information please contact: **www.avst.com**
or call **(949) 699-2300** or **(866) 368-0400**.