

## SpinVox – the largest commercial speech platform that is shaping 3.0 markets

SpinVox has invested five years and \$200m establishing the speech-to-content category, valued as a \$20bn annual market. Today, the adoption of voice-to-text services is growing faster than any other form of messaging, including SMS.

### Experience led market success

The key market issue around the previous slow take-up of voice to text services was the experience – users never trusted automatic speech recognition (ASR) because it was unreliable and required pre-training (user dependent). In contrast, SpinVox has successfully built and commercialized the world's first reliable free form speech platform (user independent) that delivers a completely reliable experience for any user, which in turn, has made it a mass-market proposition.

Competitors continue to attempt a comparable solution that uses existing dictation solutions, which just do not meet the required benchmarks for a reliable, credible, commercial grade solution. What qualifies as minimum thresholds for a vendor?

- **Experience** – reliable conversions – any speaker, any phone, multi-lingual
- **Scalable on Demand:** IP-based cloud service with 150m user capacity
- **High Quality:** system trained with 70-years of free form speech
- **Reliable:** Carrier-grade SLA & ISO certification
- **Secure:** fully encrypted, Tier 1 commercial-strength interfaces
- **Robust:** automated managed platform with integrated QA/QC workflow

### Breakthrough

SpinVox is one of only a small number of global organizations to develop and commercialize **its own** ASR engine – the others being: IBM/Nuance, Microsoft, Google (beta only), Autonomy and AT&T (Watson). Over the past 3 years, SpinVox built a world-renowned team of speech specialists - based in Cambridge (UK) - focused on developing the Next Generation in Speech Technology. Since 2004, we have produced over 70-patented innovations and continue to break new ground.

We started off with data and built high quality, structured language models. Then we added automation. With this unique approach, we yielded huge steps forward in quality. Others have tried the reverse method, which is not optimal and leads to unreliable quality. Core to the SpinVox success has been a breakthrough in natural

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language processing and message meaning ability (semantics), provided automatic speech recognition (ASR) levels that far exceed the medical transcription or memo services that were the old industry standard.

SpinVox is user-independent. It doesn't rely on users training the system, which is why off-the-shelf ASR software is far from being fit for a Carrier-grade service. As a result, SpinVox is the only company that has successfully commercialized a voice-to-text service across five continents – Vodafone, Telstra, Telefónica, Telus, Rogers, Alltel, Optus, Skype & Avaya are all customers.

SpinVox has pushed past the traditional thresholds in automation, creating the world's largest voice-to-text corpus that underpins the reliability, accuracy and scale required to be a success in this market.

- ✓ Treble accuracy of conventional commercial engines
- ✓ Built by experts who originally designed the ASR used by current players
- ✓ Amassed world's largest corpus of live spoken words - 1Bn word models

## Cloud Service

SpinVox has driven innovation in hosted speech. It has disrupted the market, bypassing traditional on-premise licensing business models to deliver a highly scalable, guaranteed quality, zero cost of ownership cloud speech platform. SpinVox provides the most reliable, high quality and universal speech recognition that is available today – any device, anytime, anywhere.

At a stroke, SpinVox initiated a step-change to remove old user barriers: the need to buy PC software, become an expert in training it, manually maintain its accuracy, use special headsets, buy upgrades and worry about hardware compatibility.

We have proven to deliver a reliable mass-market experience - reliable voice conversion - hence, our tag: speak freely...because you can with SpinVox. To date, all other speech technologies fail this basic criteria and only work in specialist verticals. We are different to the wider speech industry with a disruptive cloud-based platform approach, which uniquely offers full service along all critical elements.

**Speech 3.0** Fully-hosted, commercial strength SLAs, proven scale and reliability – no CapEx. Scales on demand to 150m capacity

**Voice 3.0** Superior and proven range of voice products. We repeatedly deliver great, mass-market experiences with our expertise in marketing and management of all lifecycle stages.

**Business 3.0** Mature yet flexible business models – designed to adapt to the dynamics of service brands we partner with, from on-demand to full lifecycle revenue strategies

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SpinVox is supporting co-creation with a public API that fosters innovation to build on our speech assets. With over 400 registered developers, new voice-to-text applications and solutions are already appearing in places such as the Apple i-store.

## Vendor of choice

High quality service, delivered consistently is the watchword that customer facing brands place at the top of vendor selection criteria. Launching any new service carries with it a degree of risk, but such exposure increases dramatically when the service is to be provided by a new or untested provider.

The significant technological and operational barriers to provision an industrial-strength, carrier class managed service have not deterred other providers from emerging in this space. Whether they are established telecom infrastructure providers or venture-funded new entrants, their ever-increasing number validates the size of this market category. However, it also underscores the need for caution when evaluating a vendor solution and choosing the right partner.

Consider the following must-haves when considering a voice-to-text vendor:

1. Free form speech capability
2. Ability to scale
3. Approved integration
4. High quality of service
5. Data protection and security
6. Solution design
7. Customer relationship management

**Free form Speech** – The process to take free form speech and convert it into text is a significant undertaking. People change how they speak during the day, for example a conversation with a partner is usually very different from one with a work colleague. Any voice-to-text system must have a proven track record of accurately processing speech and delivering is meaningful equivalent to a consistent high level.

*SpinVox has pioneered breakthroughs in natural language processing, semantics and speaker dependent models, processing over 70-years of audio and building a corpus of over 1bn word pairs that are the pre-requisites to reliably convert what people say to meet a level of accuracy that is 97% user rated.*

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**Ability to Scale** – Scalability must be questioned for any provider who has not demonstrated a commercial solution. Poor quality services leads to low adoption and increased customer care costs. Unqualified vendor choices will not only erode the investment in voice-to-text, but can prove highly detrimental to business as a whole.

*SpinVox is a cloud-based service with a proven track record managing mass-market voice to text deployments, with over 30 million users activated from launch. SpinVox has over 14 current Tier 1 deployments and a further 16 scheduled for deployment in 2009.*

**Approved Integration** - As new market entrants integrate their solutions for the first time, service providers will bear the cost of their inexperience with network equipment vendor compatibility issues and certification. Delayed service launches and budgetary overruns are commonplace.

*SpinVox uses IP technology to simplify interfaces and has approved integrations with leading voicemail and messaging platform providers, including: Comverse; Alcatel-Lucent; Unisys; Acision; Intervoice; ZTE; Mpathix and UT Starcom.*

**Quality of Service** – The cornerstone of mass-market success is a reliable, high-quality service experience. End-users have low tolerance for poor encounters and the service provider will ultimately bear the cost. Even if a vendor has experience in other areas of speech technology or transcription services, the voice message conversion business presents unique challenges. For example, a speech recognizer that is trained to work for medical dictation will make frequent errors when presented with voice messages compared to a recognizer that has been trained on over 100M natural language messages. There is no substitute for experience. Therefore, a proven, highly scalable delivery framework underscored by quality monitoring processes, robust reporting and a carrier-grade SLA is essential.

*SpinVox pioneered the first carrier-grade SLA in the category and has successfully delivered against it for over 3 years.*

**Data Protection and Security** – Most voice-to-text entrants have limited experience managing end customer data. They do not use industrial strength encryption, lacking established and monitored security processes. This leaves service providers exposed and bearing the significant burden of regularly monitoring and auditing to ensure the integrity of their customer data. It also increases the risk of a security breach with all the legal and financial ramifications that entails.

*SpinVox has full ISO 27001 certification and is 9001 compliant and has the protection of data at the forefront of its system design and process workflow. SpinVox is the only provider compliant with both EU and US regulations relating to personal data protection.*

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**Solution Design** – Voice-to-text is proving to be an important service enabling technology beyond the telco world, into the Web 3.0 space, for example. Therefore, it is critical that a vendor has both the market expertise and the long-term vision to harness it to deliver a portfolio of mass-market propositions for end users. This should be articulated as a flexible business model and a rich, targeted, multi-layered roadmap that delivers new revenue, market differentiation and growth potential.

*SpinVox has innovated in product design and flexible business models to introduce a range of award-winning network feature call completion, visible voicemail, Web2.0, social networking and Unified Communications solutions that weave naturally into the fabric of everyday communications.*

**Customer relationship management** – Throughout the customer lifecycle: from first becoming aware of a service, trying it, through to purchase and then recommending to others, the ability to provide expert advice on customer relationship management can only be credible if borne from in-depth experience.

*SpinVox has over 30m users of its service and has built up a significant body of expertise on how to successfully bring voice-to-text services into the market at low-cost and to maximize their adoption and usage.*

## In closing...

We are the only player with conversion that guarantees reliable experience – and has successfully scaled this to over 30M users today.

Considering all these critical components, the true value of working with a tested, established vendor becomes clear. Unlike those that are still finding their way to a first contract, first deployment, first customer or even first commercial voice-to-text conversion, SpinVox has an indisputable track record of success.

SpinVox believes that competition is good for a market. It validates the value proposition and drives innovation from its key players to maintain competitive advantage. However, it is important to signify the key differences between vendors making clear the risks inherently associated with selecting a new entrant.

For these reasons and many others, SpinVox is chosen again and again by top businesses around the globe. Whether the criteria for selection are deployment expertise, quality of service, commitment to innovation and completeness of product vision, SpinVox leads the way as this new market's standard.

## ENDS

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