

VICTORIA

All-in-one IVR Self Service & Mobile Applications
www.liberologico.com/victoria

The product/service

VICTORIA

A SaaS based RAD IDE, an easy to use 100% web-based framework made of pre-defined building blocks for rapidly buying, designing and managing a wide variety of multi-modal telco 2.0 applications:

- channels:** voice, videovoice, mobile applications, micro browsing
- infrastructure:** bandwidth/lines/memory
- Web-based visual environment** for business process management
- API** for the integration with third party building blocks (pre-build revenues)
- services:** card printing, PIN production, biometrics, TTS, ASR, SMS, fax, email, Unified Communications, LBS, billing, ticketing, Ad Server, ...

The competitive features

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TCO reduction

- Costs of purchase, customization and managed services cut down

Time to market

- Reduction of the development and deployment time of telco services

Simplicity

- Easy learning curve, no telco skills

Community

- Availability of third party applications

Multi-modality

- IVR/IVVR: voice/video apps suitable for landline and 1° gen. mobile phones
- mobile apps/micro browsing suitable for 2° gen. mobile phones and smartphones

Based on a cloud infrastructure

- Clients require no dedicated telco infrastructure: PSTN, VoIP, IP
- No software installation

Examples of VICTORIA telco 2.0 services

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Phone booking + mobile ticketing

- ✓ Voice and mobile booking: museums, health services, businesses, etc.
- ✓ Purchasing of goods and services



Inbound/Outbound Contact Center + Mobile Marketing

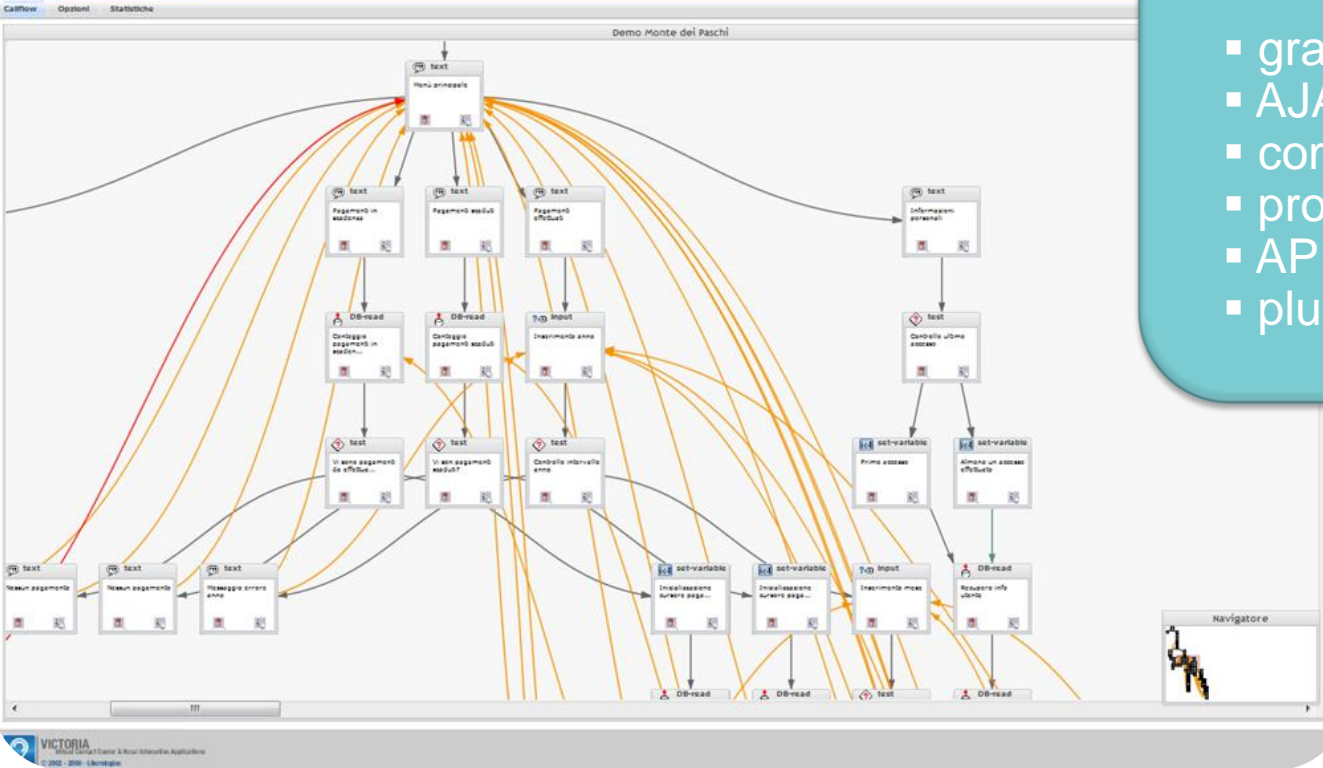
- ✓ Remote customer care, surveys, voting, contests, promotions, tourist services, location based services, etc.



Banking

- ✓ Home (phone & mobile) banking, mobile payment

State of the art of the product (1/3)



Main functions

- graphic BPMS editor
- AJAX interface
- components toolbar
- property editor
- API based
- plug-in based

apps
management
for ...



State of the art of the product (2/3)

VICTORIA existing building blocks allowing to ease the service set up and management

The screenshot displays the VICTORIA software interface. On the left, a menu titled "Add new node" is open, listing various building blocks with their respective icons. On the right, a list of building blocks is shown, each with a left-pointing arrow icon, indicating they are available for selection.

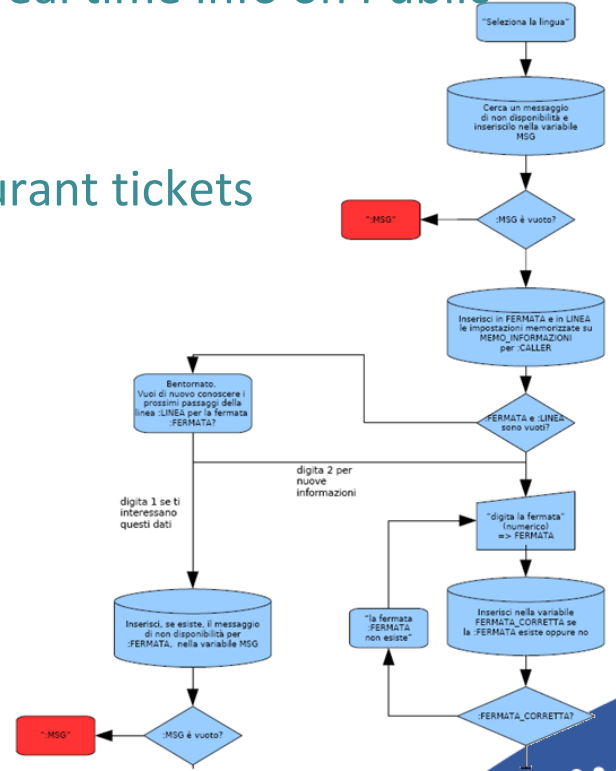
Building Block
DTMF-list
select-list
text
input
DB-read
DB-write
XML-RPC
mail
SMS
test
hang-up
ASR-list
set-variable
select-map
goto-group
goto-subtree
return
record
playaudio

Building Block
Shot cut to labelled nodes
User selection form value text list
Voice output vocale through dynamic generation of audio flows
User input
Database reading via JDBC
database writing via JDBC
XML/RPC interfaces
email
SMS
Control flow with variable test
Process closure
Voice recognition from a list of words and phrases
Variable set
User selection with a value lookup
jump to a different user group
jump to a subtree
Subtree closure and return to the original flow
Record of audio, also generated by a synthesis system
Play audio file (wave)



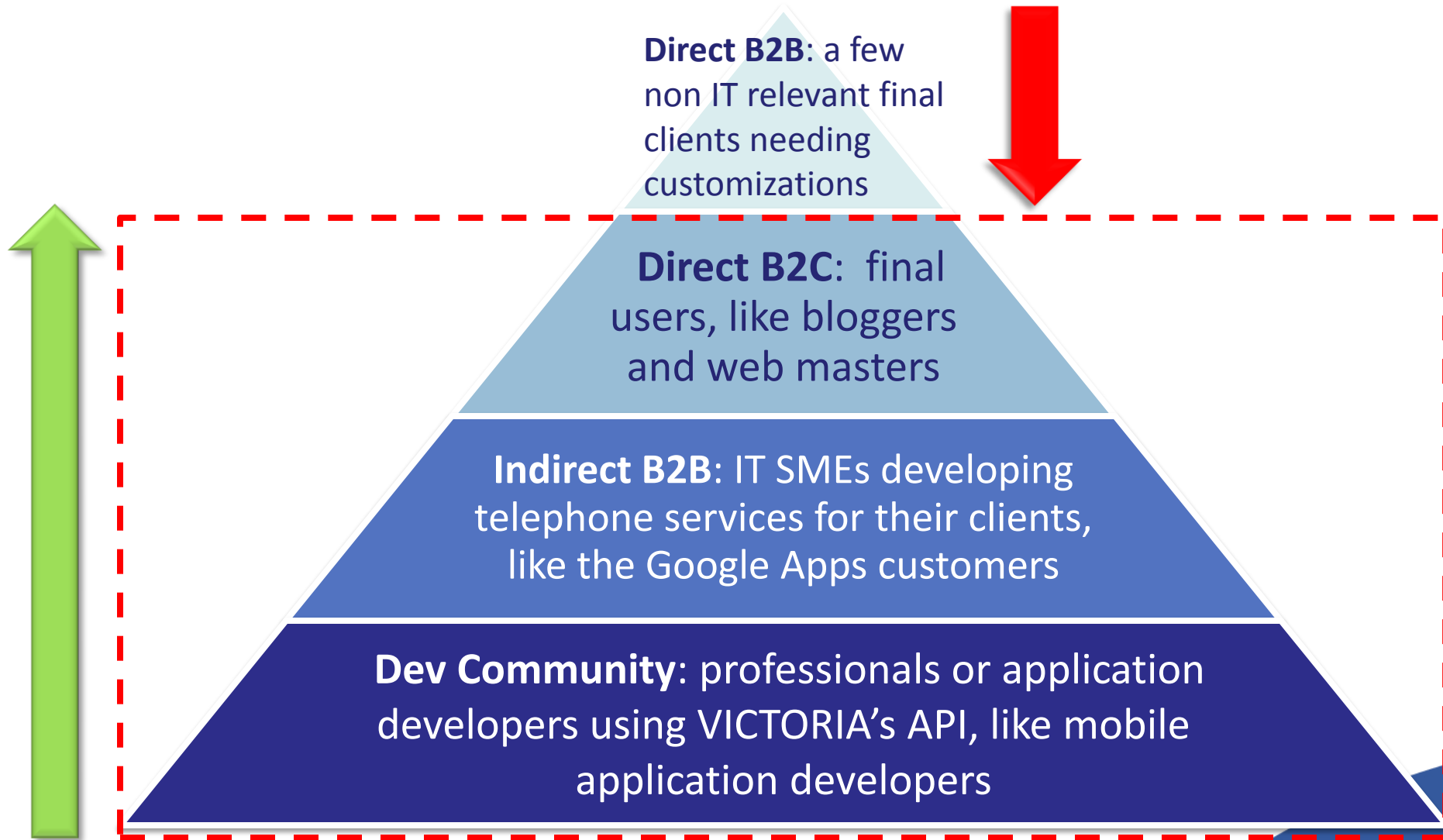
State of the art of the product (3/3)

- **Fater Spa (JV P&G – Angelini):** framework for mobile mktg management
 - Management of 250.000.000 product codes
- **Tuscany Region:** booking services via web, sms and IVR
 - approx. 120.000 calls in 4 months
- **City of Modena Public Transport Company:** real time info on Public Transport coming from the AVM
 - 12.000 calls/month / 20.000 sms / ita-en-fr
- **University of Pisa:** top up of university restaurant tickets
 - 3.200 users



The target market

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Competitors

Vendor	SaaS	web design	IVR	IVVR	SMS	mob apps	micro brows.	app store	telco's API
PABX Manufacturer			●	●	●				
Mobile Device Manufacturer	●					●		●	
Vodafone 360	●					●		●	●
VICTORIA	●	●	●	●	●	●	●	●	●

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Grazie per l'attenzione!