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- Greg Galitzine

[February 26, 2003]

## Sound Advantage Unveils SANDi 3.0 Virtual Communications Assistant

Leveraging its integrated communications software, [Sound Advantage](#) announces SANDi 3.0, a virtual communications assistant. Ideal for small and medium-sized businesses, SANDi 3.0 uses the latest speech recognition technology and works with Microsoft Exchange servers to unify daily communication tasks including email, voice mail and fax.

SANDi delivers enhanced productivity for users and provides improved service to callers. By giving simple voice commands, SANDi's users can receive and respond to emails via their cellular phone while out of the office. Voice mail and fax messages can alternatively be viewed and returned through a Microsoft Outlook inbox. SANDi also features auto-attendant capabilities to manage incoming calls, which offers a friendly navigation tool to direct callers to the person or department they are trying to reach.

According to Bob Sanders, vice president of marketing for Sound Advantage, the leading developer of voice activated solutions for communication, messaging and content, SANDi's capabilities extend beyond a simple messaging system to provide the industry's first VCA. "Given the influx of messages people receive each day, many of us could really use an office assistant. But the reality is that few of us can afford to hire a real person."

"With SANDi, you can ensure you'll never miss an important call from a customer or co-worker. Not only can SANDi's locate feature use several contact methods to find you, but it also reads and replies to emails from wherever you are, and it can look up phone numbers and place calls all without you having to touch a button," Sanders continued.

SANDi's ingenious locate functionality allows callers to find people even when they are away from their desk and lets the called party know who is trying to reach them before sending a call through. Users no longer miss important calls and the practice of providing callers with multiple contact numbers is eliminated. Moreover, many callers zero out of existing automated answering systems because they find them difficult to use. But SANDi alleviates this problem by allowing callers to reach people and departments simply by stating the name of the party they wish to reach and eliminates the need to remember extension numbers or navigate through cumbersome touch-tone

- Robert Hashemian
- Tom Keating
- Rich Tehrani

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menus and dial by name directories.

“We are seeing an explosive growth in the total number of messages an average worker deals with in a day. Businesses looking to keep costs in-line need a solution to help manage it all efficiently and in a timely manner,” said Blair Pleasant, president and principal analyst, COMMFusion. “With SANDi, Sound Advantage is offering businesses a communications alternative that can help increase productivity while offering a flexible solution to keep workers connected to their offices while on the road or at home.”

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