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Frost & Sullivan Acknowledges AVST's Superiority in Speech Solutions

PALO ALTO, Calif.--(BUSINESS WIRE)--June 2, 2004--Frost & Sullivan's recent study, North American Telephony-Based Speech Technology and Solution Markets, recognized Applied Voice and Speech Technologies' (AVST's) exceptional entrepreneurial ability in identifying a unique and advanced product solution in the speech solution market.

AVST was formed by the merger of Sound Advantage with the CallXpress(R) division of Captaris to provide advanced unified communications solutions. It used CallXpress' unified messaging (UM) product and Sound Advantage's applications platform, Seneca(tm), to enable users to access their company's communications infrastructure.

"The utility of the CallXpress UM solutions is enhanced by the Seneca speech-enabled call management module, which can help manage phone calls, e-mails and fax messages through voice-activated commands," notes Elka Popova, industry analyst with Frost & Sullivan. "CallXpress enables use of a single interface to respond to messages through a telephone, e-mail, fax message or a group of messages."

Apart from having a combination of features that sets AVST apart from competitors, the support from major channel partners such as Verizon, Altura, Ericsson and Norstan gives it another competitive edge. Such partnerships are likely to help AVST conduct further business with larger customers.

Frost & Sullivan recognized AVST with the 2004 Entrepreneurial Company Award for its sound marketing strategy and identification of a new and exceptional product solution. Frost & Sullivan presents this award each year to the company that has a distinctive product solution with significant market potential and a high probability of fulfilling its potential in the next two to five years.

CallXpress offers several advantages over traditional speech solutions. For instance, users can organize messages in folders for easier reference, hear voice message by preference instead of sequence and program their database to automatically read or fax information to callers on demand.

It also integrates with almost any telephone system and all major e-mail systems. CallXpress doubles the efficiency of office staff in managing their messages and triples remote staff's competence with unified messaging using a graphical user interface. AVST is expected to grow in tandem with increased demand for more sophisticated unified communications solutions.

"AVST's solutions are off-the-shelf and easily installable, and therefore, are likely to appeal to a large customer base," notes Popova. "Packaged applications will help the speech solution market grow more rapidly as they are less expensive and allow customers to deploy new capabilities faster and more efficiently."

CallXpress is a top-line UM product in the North American market and it has helped AVST secure a leading position among UM solution vendors. AVST is poised to cash in on the growing demand for UM solutions with its significant customer/partner relationships and brand name recognition.

About AVST

Applied Voice & Speech Technologies Inc. (AVST) is a leading developer of enterprise communications solutions for businesses of all sizes. Through its world-class unified communications platform, CallXpress(R), and its innovative speech applications module, Seneca(tm), AVST offers the industry's most powerful suite of enterprise communications infrastructure including voicemail, e-mail and fax messaging from any voice or data device via a touch-tone, GUI or speech interface. Established in September 2003, AVST was formed from the combined businesses of Sound Advantage (established in 1997) and the CallXpress division (established in 1982) of Captaris Inc.

AVST, headquartered in Orange County, Calif., maintains facilities in Bellevue, Wash., and the United Kingdom and has remote sales offices across the United States. With over 30,000 systems installed worldwide, AVST's communications solutions are sold and supported internationally by an extensive network of resellers and OEM partners. For more information contact Denny Michael, vice president of marketing at 949-699-2300 or access the company's Web site at www.avstgroup.com.

About Frost & Sullivan

Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyzes specific criteria to determine award recipients in a vast variety of market industries and landscapes. For further information, visit www.frost.com.

Contacts

Frost & Sullivan, San Antonio
Jamie Frizzell, 210-247-2496
jfrizzell@frost.com



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