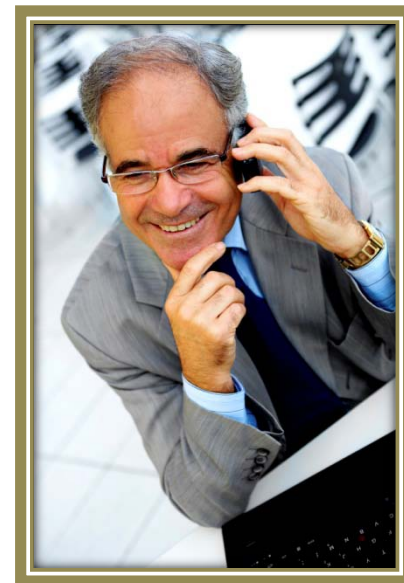


Cloud-Based Speech Assistant

For BroadSoft Based Service
Providers

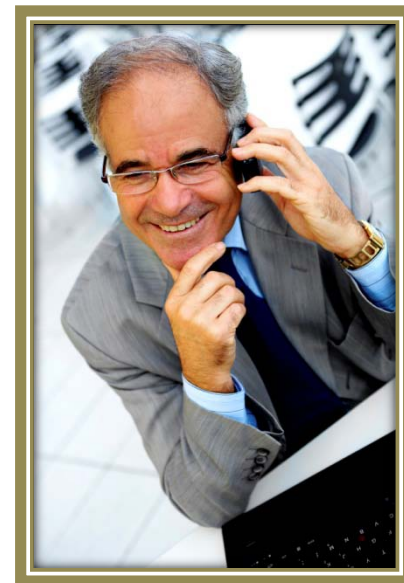
Selling Speech Assistant I

- Consistent professional greeting to customers
- Reach Employees & Depts. easily & quickly
- Eliminate lengthy hold times in queue
- Avoid DTMF 'dial by name' frustration and '0 Out' cost
- Avoid tying up Receptionist



Selling Speech Assistant II

- Runs 24 X 7 X 365
- Handles internal staff calls (often >50%)
- Cost savings immediate
- Special Holiday and Weekend Greetings
- World Class technology deployed at Fortune 100s
- SLA & Performance Reports



Mobiso's Key SEAA Features

The Basics:

- **Simply speak** the name/department/product etc. for easy transfer
- **Zero out** capability at any time
- **Barge In** on the SEAA at any time
- **Name Collect**-collect personal name responses/enhances customer experience
- **Find Me**- supports mobility and DR
- **Multi-Lingual**
- **CSV file or Active Directory Import**
- **Multiple Call Session profiles (applications)**-for internal/external callers
- **OnBoard Reporting Interface**

Key Differentiators:

- **Logical choice-US patent** and layer of application intelligence for advanced disambiguation where Mobiso learns about employees community of interest, self improves
- **LMD**-proprietary directory, built over time, enhances engines accuracy, all benefit
- **Linguistic Services and Day2 continuous improvement** for long term success and satisfaction
- **Disaster Recovery/Redundancy Configuration**-fully synchronized databases

Additional Feature Availability

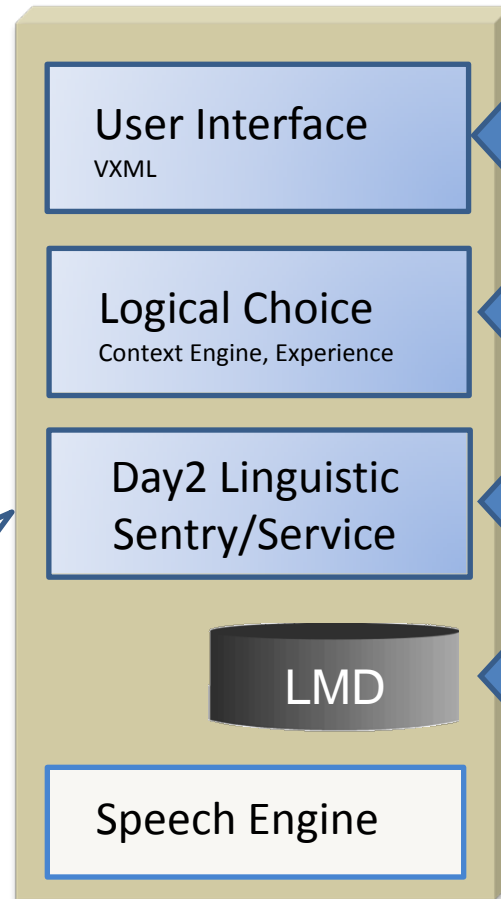
- **Speech Enabled Ad-hoc conferencing**, speak the names of individuals or teams for quick collaboration.
Speech Enabled Contact Dialing. Smartphone, Outlook Sync. and web

Advanced Recognition Superiority



"John Hines"
"Celebrex"
"American Express"
"Message John Hines"
"Conference IT Team"

Cisco (Product of Year)
US Patent
Telesphere (Product of Year)
Ernst & Young
Mitel
Cypress Communications



PeopleFind

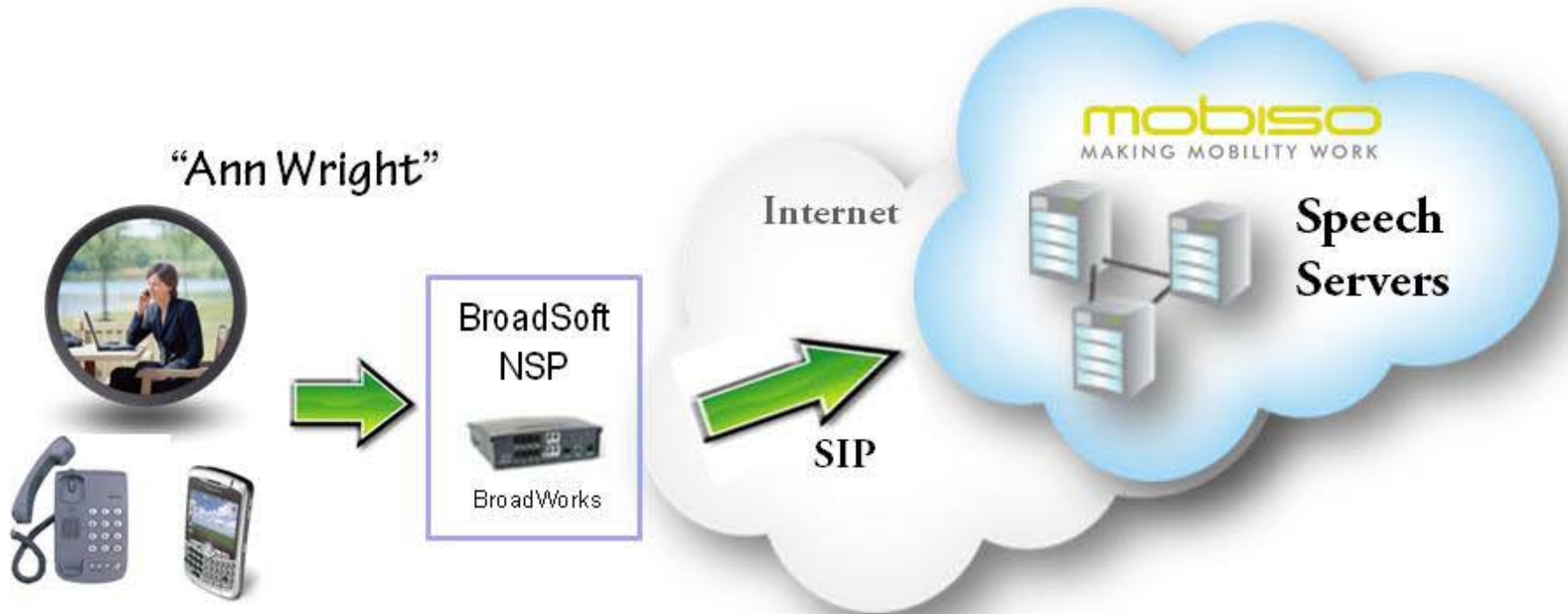
Lyrix experience in UI assures satisfied users

Analytical layer reduces results lists to one choice. Maintains experience data, integrates to IT and UC environment

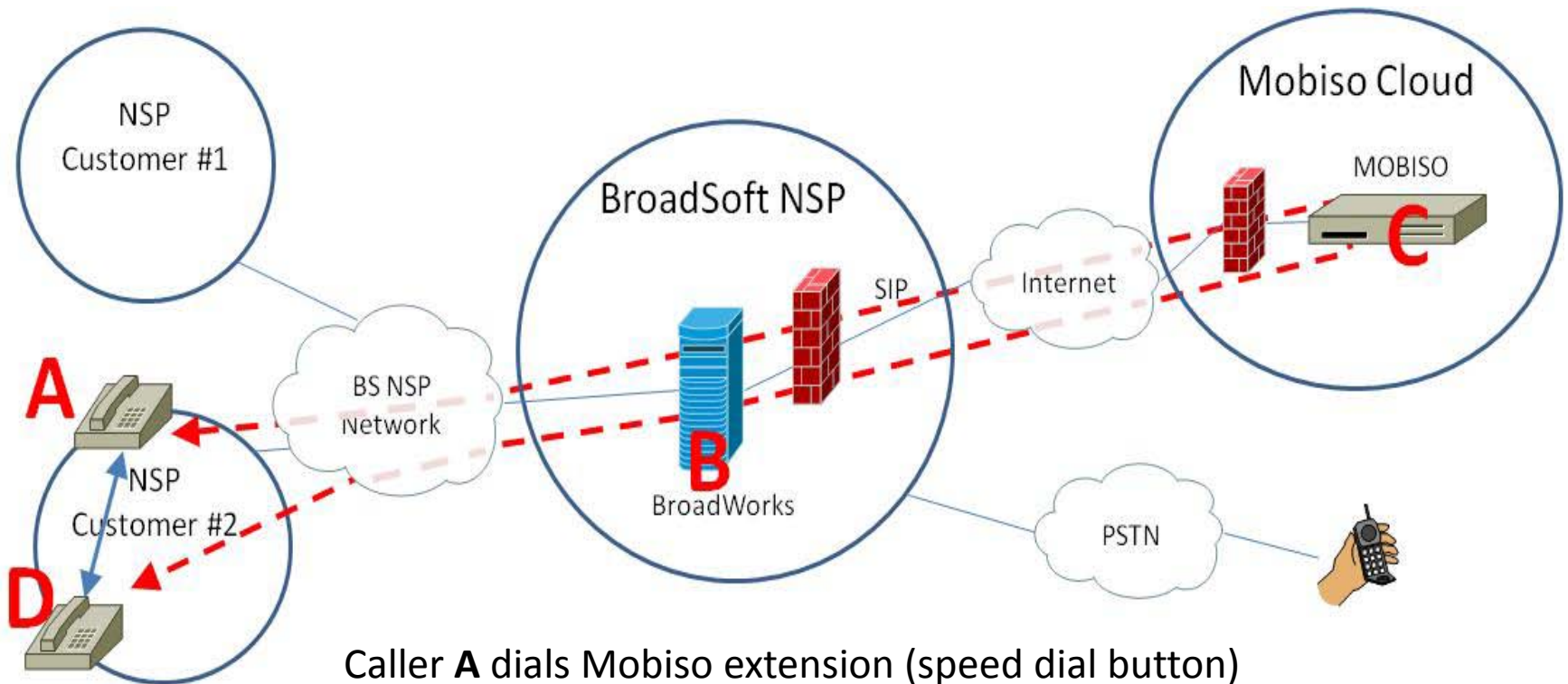
Automated trapping of errors and user actions with routing to Lyrix linguistic group over internet

Proprietary dictionary enhances contextual accuracy. Improves upon engine provider's default dictionary

Mobiso Speech Assistant



Mobiso Speech Assistant



Caller **A** dials Mobiso extension (speed dial button)
 BroadSoft (**B**) routes call to Mobiso cloud (**C**)
 Mobiso greets caller and accepts name
 Mobiso transfers (REFER) caller to destination (**D**)
 Call path results in direct audio connection between **A** and **D**

Deployment Choices



- You Sign Up as Service Provider at Marketplace
- Your Customers sign themselves up for Mobiso Speech Assistant
- Price set at \$24.99 per 25 employees.
- Revenue Share: \$0.25 to you per seat.



- You setup one-time integration to Lyrix
- You sell Mobiso Speech Assistant Directly to Customers
- You price per market value
- Major volume discounts as you sell more.

Integration to Mobiso

One Time

- Provisioning Interface
 - Automated with access to BS Admin. Credentials
 - See Getting Started Doc.
- SIP Interface
 - Support of testing
 - See Getting Started Doc.
- Mobiso SLA
- Channel Partner Agreement

Ongoing

- Each new customer signup
 - Sign up at Mobiso partner portal
- Support
 - Email, 24*7 HelpDesk
- Names Tuning
 - Linguistics, Auto-Correction
- Billing
 - Monthly invoicing
- Coming Features
 - Conferencing, Contact Sync.

Give Customers What They Want

Ongoing Value

- Our partners are adding Mobiso Speech Assistant to their portfolio at the request of their customers.
- Win more opportunities and make more money with Mobiso Speech Assistant.
- Integration with BroadSoft makes it seamless for customers.



BroadSoft Partner Promotion

Q2 2011

- Free Provisioning Setup
- Free SIP Setup and Test
- Free Test Tenant for Partner site.

More at:

<http://www.mobiso.com/partners-broadsoft.htm>

