

Xora platform simplifies access to back-office data



According to Peter Tsou, Xora's Vice-President of Business Development and Alliances, customers can literally talk to their applications and transact mission-critical job functions. "Enterprises can expect dramatic benefits for their sales force, field service, warehouse management and other mobile application users. To achieve this, we created a comprehensive, middleware solution using a completely open, integrated architecture. We are not restricted to any device or application."

Overview

■ **The Challenge**

Mobile workers need to access enterprise back-office applications from their cell phones, Personal Digital Assistants (PDAs) and pagers

■ **The Solution**

The Xora Platform, integrated with IBM WebSphere® Voice Server 2.0, enables a hands-free, voice dialogue with both homegrown applications and popular industry solutions such as Siebel eBusiness Applications

■ **The Benefit**

Mission-critical back-office applications are now available anytime, anyplace and from multiple devices; a variety of functions, such as data inquiries and transaction processing, are supported

Mobile phones gain access to a world of information

Many key decision makers—people who depend on having critical, timely information—are rarely tied to a desk. Sales people require customer contact information, account histories, pricing and inventory levels, and a rapid order entry capability. Field service engineers need to be able to access service requests, look-up solutions and order parts.

The Xora Platform (www.xora.com) lets mobile workers access the information they need and perform a variety of transactions, right from their cell phones, PDAs, pagers or the Web. And, thanks to the IBM WebSphere Voice Server, they can do all of this in a natural, two-way voice dialogue.

“We were looking for a robust VoiceXML platform as a base for Xora. The IBM WebSphere Voice Server provided the right solution.”

*Peter Tsou
Vice President of Business
Development and Alliances
Xora*

WebSphere Voice Server — a one-vendor solution

Integration with IBM WebSphere Voice Server 2.0, has allowed Xora to forge a direct communication channel between the telephone and familiar legacy or homegrown applications. Companies can use their existing Information Technology (IT) infrastructure and applications through a realtime, two-way voice link, thanks to WebSphere Voice Server's voice recognition and text-to-speech capabilities. Whether performing a simple data inquiry or a critical transaction, the mobile worker now has access to back-office applications virtually anytime, anyplace and from multiple devices.

WebSphere Voice Server provides Xora with a complete, integrated platform containing the critical components needed to create a voice enabled application. Xora no longer has to obtain several vendor products to build their own voice server. IBM WebSphere Voice Server has provided them a one-vendor solution.

How Xora works

The Xora WebSphere Voice Server combination lets businesses build sophisticated, flexible mobile applications in weeks instead of months. Using industry-standard Java, developers can write new voice-enabled applications without proprietary programming languages, software development kits or special coding. Also, existing back-office solutions such as Siebel and i2 can be quickly and seamlessly integrated and voice-enabled.

e-business support for Siebel, i2, Clarify, SAP, Oracle, DB2®

Xora provides pre-built connectors for a variety of wireless devices and many leading back-office applications. For example, integration with Siebel eBusiness applications provides the ability to query, create and update Siebel data from any wireless device. Groupware such as Lotus Notes is also supported, for hands-free access to e-mail, calendars and schedules.

VoiceXML platform provides “Enterprise Data Mobility”

Peter Tsou feels that “the Xora and IBM voice solution provides a very comprehensive suite of connectors which covers most enterprise applications.”

“We were looking for a robust VoiceXML platform as a base for Xora,” says Tsou. “The IBM WebSphere Voice Server was the right solution for us.”

To learn more

For more information about how IBM can help your business take advantage of conversational e-business, call your local IBM Sales Representative, contact an IBM Business Partner specializing in voice at ibm.com/software/voice/partners/list or visit ibm.com/software/voice, call us in North America at 1 800 Talk-2Me or outside North America, e-mail Talk2Me@us.ibm.com.



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