



Corporate Profile for Message Technologies, Inc.

Corporate Profile:

Message Technologies Inc. (MTI) is an industry leader in providing Interactive Voice Response (IVR) and speech technologies. Its mission is to deliver innovative and affordable interactive voice solutions with maximum customer satisfaction. With over 2000 customers throughout North America and Canada, MTI specializes in speech IVR outsourcing services, including VoiceXML and SALT hosting. MTI also provides senior telephony and speech professional services for the design, development, deployment and ongoing testing of speech-enabled applications. It handles every part of the speech application infrastructure including trunk and platform provisioning, business continuation planning, monitoring, web access, physical and logical security and co-location, and live agent services. For more information about MTI, please visit its website at www.messagetech.com.

Message Technologies Inc. at a Glance

Corporate Headquarters: Message Technologies, Inc.
1995 North Park Place
Meridian 5th Floor
Atlanta, GA 30339
1-800-868-3684

Established: 1982

CEO: Mark Abramson

President: Darrell Knight

Business Segments: Speech IVR Hosting
Professional Services
Co-Location Services
Disaster Recovery
Live Agent Services

Employees: 63

Strategic Technology Partners: VoiceGenie, Microsoft Speech Server, Excel, Scansoft, Nuance

Strategic Service Providers: MCI, Broadwing

Strategic Applications Partners: TelEureka, Tuvox

Customer Base: 2000 throughout North America and Canada

Company Website: www.messagetech.com



MTI provides:

- **Stability:** MTI has been in business for 23 years and has served over 2000 customers.
- **Reliability:** We provide 99.99% uptime, our datacenter is architected with fully redundant infrastructure, with no single point of failure.
- **Flexibility:** MTI is willing to support complex applications with sophisticated telephony and routing requirements.
- **Responsiveness:** High-level 24/7 support with a rapid escalation policy for customer-facing incidents.

MTI offers a wide variety of VoiceXML, SALT, and IVR hosting services using best-of-breed voice platforms from industry-leading suppliers. Companies can completely outsource applications with MTI, or choose open hosting configurations, where MTI provides the telephony and speech infrastructure with application and database control residing at the customer's site.

MTI has provided numerous IVR applications using touch-tone, advanced speech recognition, and text-to-speech engines and is highly experienced in providing a reliable and flexible hosting environment for solutions of this type. In addition, we have deep experience in integrating ASR with back-end applications and databases, and with live agents, including our own in-house call center. This experience, along with our choice of technologies, allows us to develop IVR solutions rapidly.

Message Technologies leads the industry in its longevity, stability, and reliability. The company is well-positioned to take advantage of the rapidly increasing demand for voice self-service applications. It has become well-established that there is a compelling business case for these applications, and companies skilled in their design and implementation continue to be the critical element in this market. MTI's experience and expertise make it a key player in the marketplace.

MTI is currently seeing dramatic growth in its speech IVR business, and is meeting the increased demand for its services with significant capital investment in its technology infrastructure. Recent expansion includes the acquisition of new Excel switches and an increased range of in-network call transfer capabilities.

Recently MTI has focused greater and greater attention on its hosting services and its role as a Professional Services Firm, providing speech application services for business-to-business, business-to-employee and business-to-consumer applications. As such, pre-packaged applications have had less importance in the company's strategic plans.

MTI's company strategy is to provide best-of-breed speech IVR technologies to its clients. We track developments of the major speech recognition providers and academic



research in the speech space. In addition, we are a member of the VoiceXML Forum and a Certified Microsoft Speech Partner.

Our partners include:

Strategic Technology Partners:

Microsoft Speech Server

Message Technologies is a partner with the Microsoft Speech Server as a Voice User Interface Designer (VUI), Application Developer and Host. As a result of this relationship, MTI offers application hosting on Microsoft Speech Server, which is based on the open industry standard Speech Application Language Tags (SALT).

VoiceGenie

MTI has been a partner of VoiceGenie since the inception of the VoiceGenie platform. The VXML standard offers great flexibility and the VoiceGenie platform is an important tool for hosting speech applications.

Scansoft

Nuance

Applications Partners:

Tuvox

TelEureka

Carrier Partners:

Broadwing

MCI

Target Verticals:

- Cable/Media Industry
- Healthcare Industry
 - Healthcare specific applications (with applications partners)
- Customer Self-Service
 - Surveys and Locator applications



Customers:

While MTI respects the privacy of its clients, it reports it is supporting applications for the following customers:

- Automated customer service solutions for three of the Top 6 Cable Companies
- A leading Media/TV appliance manufacturer
- One of the Big 3 Automotive Manufacturers
- A number of major pharmaceutical companies
- A primary online billing solution