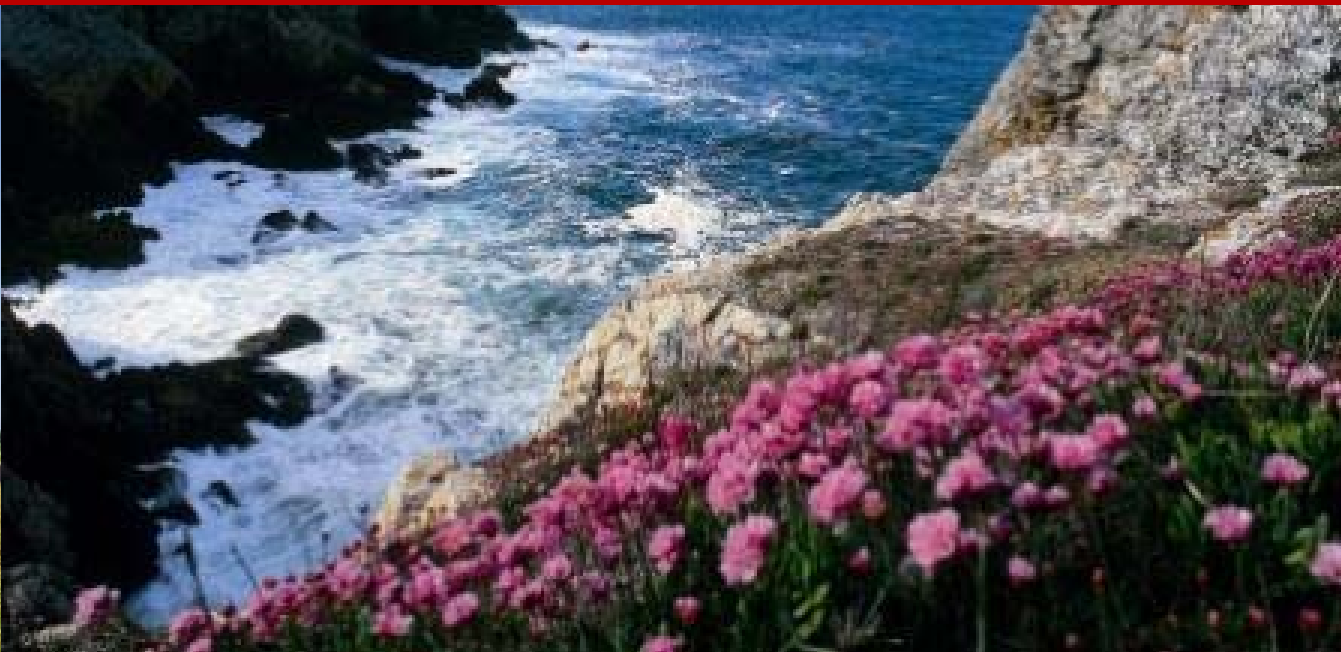




Bretagne Technology Showcase Nov 18th 09 - Palo Alto, CA

Land of Excellence and Innovation



Bretagne Technology Showcase

Alain Jaouen,
CEO & Founder

dexem

Palo Alto, November 18th 2009





Dexem overview

Fall 2009

About Dexem

- Founded in Rennes (France), founders from Lucent Technologies Bell Labs
- 2006 : launch of Voice Publisher, our Web platform for Voice and Call Routing apps
- 2009 : rapid growth with millions of callers each month from 34 countries for 100+ customers

Voice Publisher in a nutshell

- Create and deploy great Web-based voice apps
- Change messages, targets, calendars in real time
- Analyse callers behaviours & callees efficiency
- White label program for telcos/service providers
- Works with any VoiceXML platform anywhere

Your applications

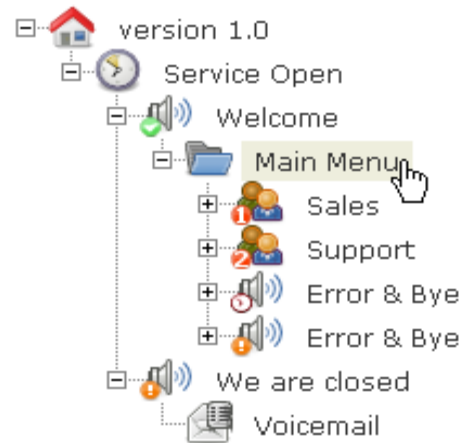
My first application

My second application

Show pages as

- List
- Diagram

Voice Pages diagram for version "version 1.0"



Page name : Main Menu

Welcome Message

Play mode : Audio Text

Text to play : To place a order, press 1. To contact our customer service, press 2.

TTS Language : French (FR)

Bargeinable : Yes No

Next Pages

1 Sales	2 Support	3 ...
4 ...	5 ...	6 ...
7 ...	8 ...	9 ...
* ...	0 ...	# ...

Analytics with Voice Publisher

All Applications > Application:

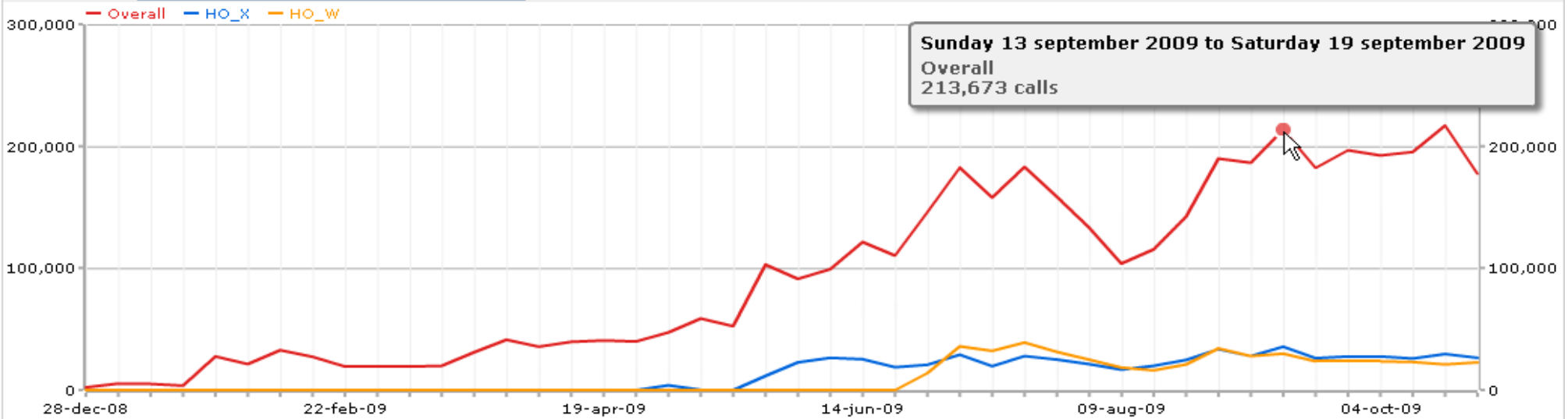
Account Dashboard: 12/28/2008 - 10/31/2009

Mode: Graph | Table Graph by: Month | Week | Day | Hour Export:

Calls Count: 4,189,755 Total Duration: 3,984,362 min Average Duration: 57 s
Transfers Attempts: 62,885
Input Mode DTMF: 81% Voice: 19%

Display: Calls Transfer Attempts Both

Compare: Overall HO_X HO_W



- **Who are our resellers?**
 - **Telcos/service providers** : Orange Business, SFR Business
- **Who are the end cutomers?**
 - **Banking/Insurance** : BNPParibas, Crédit Agricole, Axa, Groupama
 - **Industry** : General Electric, Peugeot, Renault-Nissan
 - **High tech** : Acer Europe, Microsoft Europe, Nokia
 - **Transportation/Logistics/Retailers** : Avon, SNCF, TNT
- **Who are our technology partners?**
 - **VoiceXML platforms, ASR engines** : Genesys, Nuance, Telisma, VoxPilot, I6net (Asterisk)

Contact :

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