



ECT to Demonstrate WebRTC-Enhanced Freephone at IIR Event on Next Generation Service Platforms

ECT is co-sponsoring the event which takes place in Munich June 17-18 and focuses on the practical implementation of WebRTC. Attendees will have the opportunity to see a real mainstream service utilizing ECT's solution for WebRTC just weeks before it is launched at a major European carrier.

Munich, June 17 2015: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, is co-sponsor of the Next Generation Service Platforms event in Munich, on June 17-18. At the event, ECT will do a live demonstration of a WebRTC-enhanced freephone service, which will be launched commercially at a leading European carrier in the summer of 2015.

ECT not only offers the infrastructure necessary to implement WebRTC in a next-generation network, but has also integrated this new technology into its many service applications, including the ***effective® Network-Based Contact Center*** and the ***INTELECT® Virtual PBX***. This lowers the time-to-market and TCO for the implementation of voice and video calling via WebRTC in commercial services, giving carriers with ECT technology a competitive edge. In the first few months of 2015, ECT has already won four major contracts from European carriers for the implementation of WebRTC in the UK, Benelux and Scandinavia.

Metin Sezer, who is responsible for the market introduction of WebRTC, comments on ECT's view of the market: "Although we just introduced WebRTC into our product portfolio, I expect at least a dozen contracts this year. Many carriers already providing value-added services with our technology are enhancing their existing products with WebRTC and we have won several new customers looking for carrier-grade WebRTC solutions with immediate commercial potential."



About the **INtelLECT**[®] WebRTC Solution

At ECT, we provide everything you need to launch service applications with voice and video calling both via your next-generation network as well as via WebRTC. The **INtelLECT**[®] **WebRTC Solution** of course provides a JavaScript API for voice and video calling via WebRTC as well as an optional registry. Moreover, WebRTC is integrated into our state-of-the-art applications for **INtelLECT**[®] **Virtual PBX** and **effEctive**[®] **Network-Based Contact Centres**. You can offer these services immediately or quickly and easily launch new services via two unique service creation tools.

Our **Visual Application Builder (VAB)** is a browser-based graphical tool. Without deep programming knowledge, you can use the VAB to define new services using interactive voice and video response with ASR/TTS, PCI-compliant video and voice recording, intelligent queuing, call distribution, data read and write to any database available in the cloud, http(s) and SOAP/XML integration of web services, etc. The VAB also allows you to define and automatically generate a web user interface and/or Android app for the service. The interactive elements, like menus, prompts and data entry, are then realized not via voice, but rather visually on web pages. Your customer can still access the service via a phone with standard IVR, e.g. by dialing a geographical or service number. But he/she can use the web page or mobile app within the browser of his/her PC or smart device with voice/video communications via WebRTC.

The second, even more powerful service creation option is our comprehensive **ECTXML**[®] **JavaScript Library**. It allows programmers working within an HTML5 browser to define new services using one unified JavaScript API for WebRTC as well as all the routing and media processing functions in your network, such as call rerouting and distribution, recording, conferencing, ASR/TTS and billing via Diameter.

With all these many options, we make it easy for you to realize commercial services with WebRTC.

About **effEctive**[®] Network-Based Contact Center Solutions

ECT's **effEctive**[®] solutions provide technology to help network operators and service providers add value to their products for number translation services, interactive voice response, network-based contact centers and televoting.

The solution is fully WebRTC-enabled, so users can decide on callflow level how to handle calls incoming calls over the browser. Callers can be played multimedia content to enhance their user experience. Agents also use WebRTC in their browser-based workplace, so they can have video-phonecalls with customers.

The **effEctive**[®] product line is based on modules that allow carriers to provide on-demand features tailored to the individual business needs of their clients. These include prequalified and segmented routing of calls, predictive dialing, interactive voice response, automatic call recording, statistical reporting, multimedia agent and manager workplaces, SMS and voice televoting, mass calling, etc.

ECT offers complete end-to-end solutions based on service node, intelligent network and IMS architecture as well as open interfaces for third-party integration. ECT also has wide experience in



migrating contact center and televoting solutions from legacy systems to next-generation intelligent networks.

effective® solutions have been deployed by leading network operators and service providers worldwide, such as Belgacom, BT and Deutsche Telekom, and have a proven track record of providing tangible commercial benefits.

For more information, please visit <http://www.effective-contactcenters.com>

About ECT (European Computer Telecoms AG):

At ECT, we develop technology for voice and multimedia value-added services based on our **INtelLECT® Next-Generation Intelligent Network**. We help major carriers worldwide transform from legacy to next-generation networks, migrating legacy services from a myriad of platforms to one, multiservice, multi-country **INtelLECT® NGIN**.

We have state-of-the-art complete service applications such as **effective® Network-Based Contact Centres, NTS, Televoting, Interactive Voice and Video Response** as well as **INtelLECT® Virtual PBX, VPN, MEX, NP** and **Carrier Routing**.

Our browser-based graphical service creation tool, the **Visual Application Builder (VAB)** makes it easy to define new services using interactive voice and video response. In addition, we offer a comprehensive, open **ECTXML® JavaScript Library** for all the routing and media processing functions available within the network.

Major carriers and providers worldwide offer profitable telecoms services based on ECT technology, such as 21IN, BT OnePhone, COLT, Deutsche Telekom, DNA, Liberty Global, Proximus, Rogers Canada, Teliasonera, Tele2, Virgin Media and Ziggo.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands and the USA.

www.ect-telecoms.com

www.effective-contactcenters.com

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