

Voice Elements® Platform

Combining our .NET toolkit, Voice Elements®, with our new HMP Elements® SIP stack, the Voice Elements Platform is a compelling VoIP development and deployment environment.

Voice Elements Platform was written from the ground up, providing the most flexible and powerful SIP Stack and .NET development tool combination in the industry.

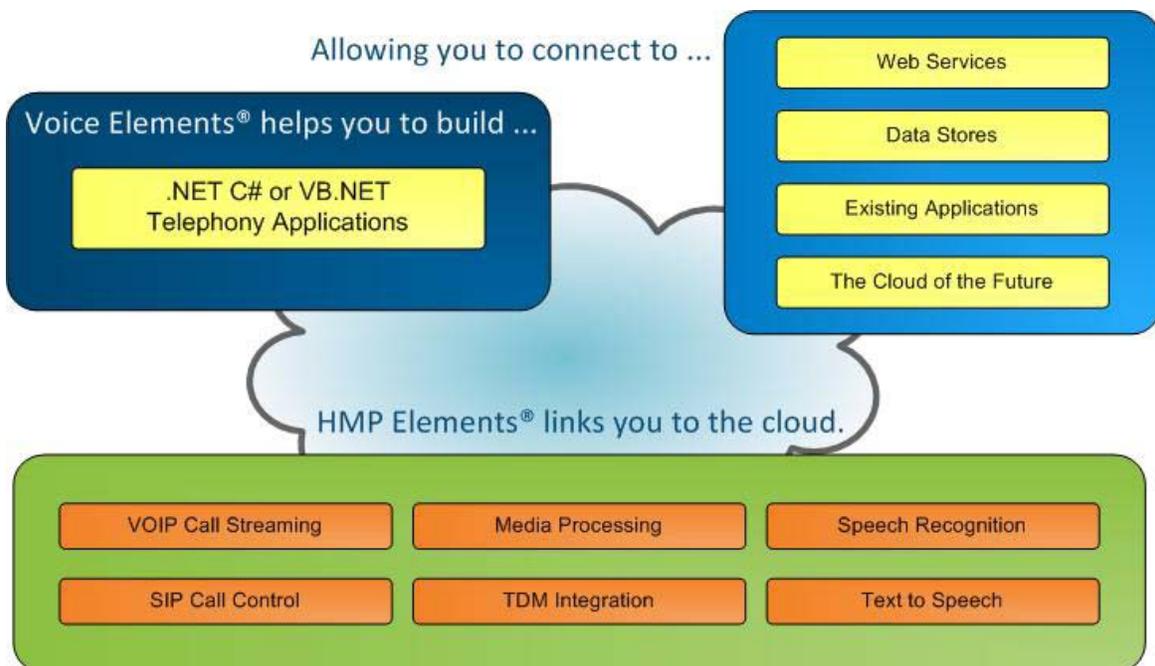


Choose your favorite Visual Studio language, build any voice application, then deploy *on site* with HMP Elements or *in the cloud* using our [Telephony Bank](#) hosting service.

Capitalize on your .NET talent, increase margin on your solutions, and maintain control with a complete platform created just for voice application developers. You have a unique challenge and our tools are tailor-made to make your work easier and more profitable.

Voice Elements Platform...how does it work?

Voice Elements employs SIP, an application-layer control protocol that can establish, modify, and terminate multimedia sessions such as Internet telephony calls. The diagram below illustrates the role of Voice Elements and HMP Elements (SIP stack) in voice application architecture.



Voice Elements

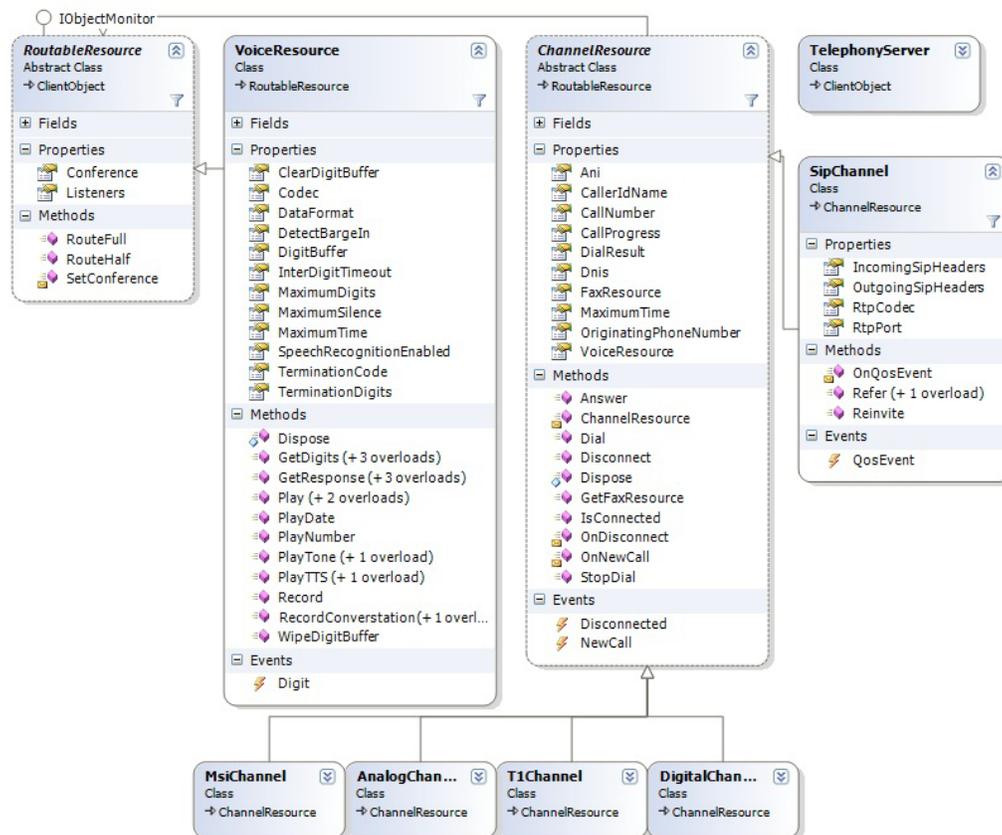
A typical Visual Studio programmer can easily learn the Voice Elements classes and create telephony applications. With call logging and intuitive integration into Visual Studio, using Voice Elements simply extends your capabilities to include telephony.

Voice Elements
Free 30-day Demo

A free, 30 day demo, perfect for prototyping can be downloaded here:
<http://www.voiceelements.com/Products/VoiceElements/Download.aspx>.

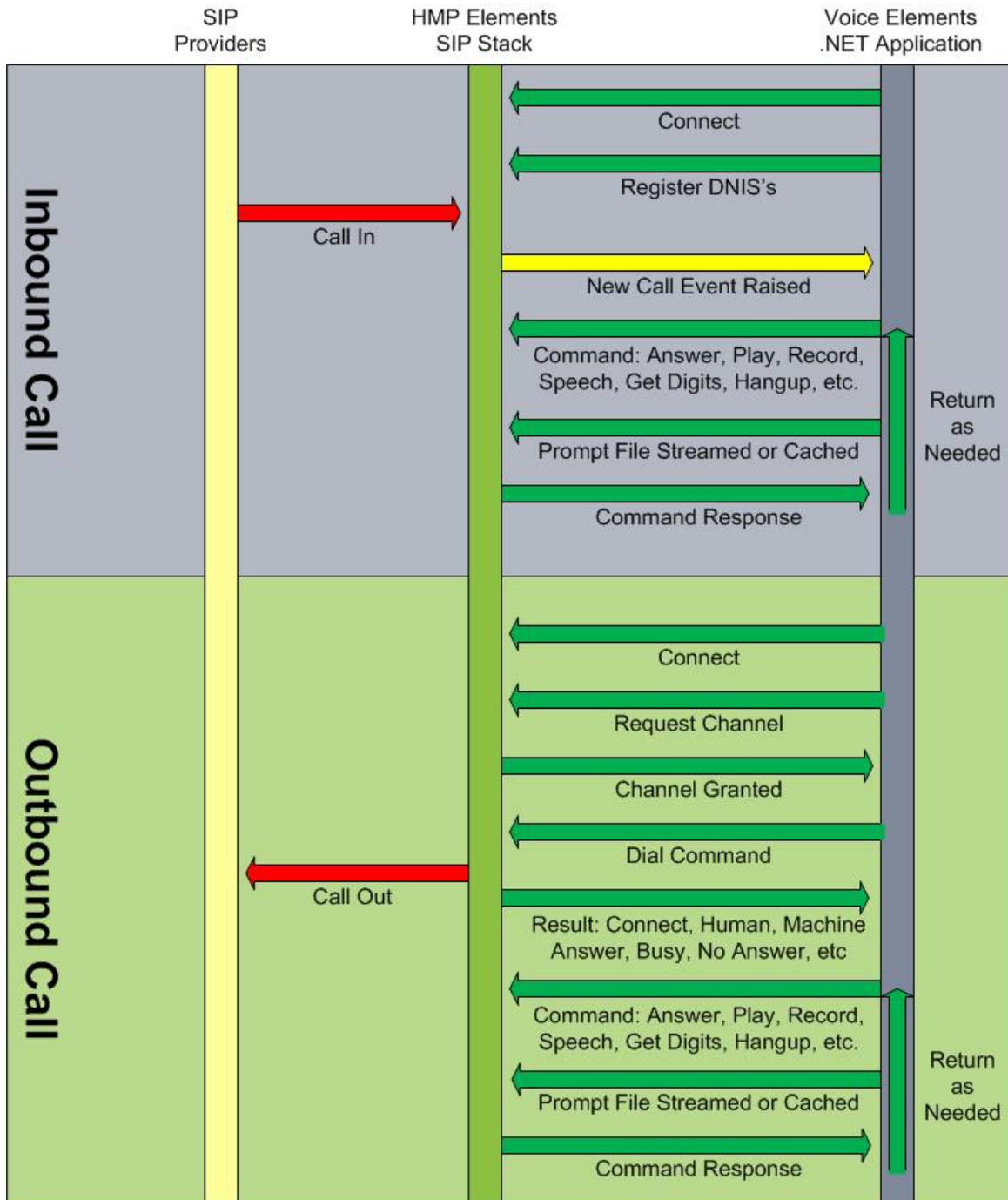
The Voice Elements demo contains sample applications, such as an inbound and outbound IVR and calling card solution. Also included is a “skeleton” application to quickly start your own application. These can be used as base applications and simply modified by switching out prompts and call flow.

For those of you already familiar with programming in .NET, check out our Class Diagram:



For more reference, the diagram below shows typical inbound and outbound call flows using the Voice Elements Platform components: Voice Elements and HMP Elements.

Basic Call Flows



HMP Elements

More and more, businesses are looking to deploy their voice applications completely using VoIP, both for ease and cost-efficiency. HMP Elements SIP stack maintains the *highest call progress analysis (CPA) accuracy* in the industry, offering users frustrated with competing products a reliable and powerful platform to perform outbound applications. In addition, HMP Elements can scale very easily, handling anywhere from 2 to hundreds of channels per server.

Deployment and Pricing

There are two ways to deploy your Voice Elements application: via the Voice Elements Platform (on your own server with our HMP Elements SIP Stack), or through our Telephony Bank hosting service.

Voice Elements Platform Pricing

To develop an application you begin by purchasing our Voice Elements toolkit. This gives you the ability to get started, build a prototype, etc. without setting up your own server.

Voice Elements Toolkit: **\$99 per Developer seat**

When you are ready to develop on your own server with Voice Elements on HMP Elements, you purchase a Voice Elements Platform license based on the number of ports you need to deploy per server.

Basic Levels	Base License	+ per port increment
1-4 ports	\$699	n/a
5-12 ports	\$1,595	n/a
13-24 ports	\$2,495	n/a
Achievement Levels	Base License	+ per port increment
25-100	\$2,495	\$35/port
101-200	\$5,155	\$30/port
201-300	\$8,155	\$25/port
301-400	\$10,655	\$20/port
401 plus	\$12,655	\$15/port

Example: 100-port Voice Elements platform costs \$2495 + \$2660 (\$35 x76) = \$5155. Please call so that we can provide you with a custom quote and order form. We are happy to discuss volume purchase pricing.

Telephony Bank Pricing

The Inventive Labs Telephony Bank is a group of resource servers that allow a Voice Elements-based application to run at a customer site with internet access (using the resources remotely) or the complete hosting of the voice solution at the Inventive Labs' location. The Telephony Bank is a simple monthly service based on the resource usage of an application. This service not only provides an easier route to deployment, but also provides piece of mind that all equipment, servers, etc. are fully supported and maintained.

If you prefer to deploy your Voice Elements application using our bank of telephony servers and resources, then you simply **purchase the Voice Elements toolkit** and select the appropriate monthly rate plan below.

Rate Plan	Min. Monthly Minutes	Per minute Monthly Usage Fee	Minimum Monthly Fee
Lite	1,000	.12	\$120
Standard	5,000	.11	\$550
Expanded	10,000	.10	\$1000
Professional	25,000	.09	\$2250
Enterprise	50,000	.08	\$4000

Typically, the application will run on your system at your location and use our telephony resources. However as an option (contact us for pricing), we can host your application on a server of ours near our telephony resources. Either way, a **one-time setup fee of \$495** is assessed to set up the telephony resources for a new account.

Monthly Usage and Minimums

Applications are subject to per minute usage charges. There are several rate plans based on usage thresholds. Also note that the minimum monthly usage minutes will be charged for each plan even if usage falls below the number of minutes needed to meet the minimum.

Deploying on Dialogic Boards and HMP

As an option, Voice Elements also can be deployed on Dialogic hardware and HMP. Please call us to get pricing for Voice Elements licenses as well as the boards and HMP software. We also resell speech recognition and text-to-speech licenses.

Installation & Configuration Services

If you need help getting your server setup with a carrier using a T1, PRI, Analog or SIP, we can help you get the system running and everything talking. This, however, is not included in support and can be purchased for a flat fee of \$495 per installation.

Support

Voice Elements Platform Support

Voice Elements Platform support is an annual cost based on the level and number of ports you are currently running. Support is billed yearly and includes upgrades and updates as well as support.

To learn more about what Inventive Labs' support includes, please go here:
http://support.inventivelabs.com/index.php?title=Support_Options

Basic Levels	Annual Cost
1-4 ports	\$349
5-12 ports	\$699
13-24 ports	\$749
Achievement Levels	Annual Cost
25-100	\$795
101-200	\$1,675
201-300	\$2,075
301-400	\$2,450
401 plus	\$2,995

Telephony Bank customers do not have to pay for support once they are on a monthly plan and have been set up as a new account.

Professional Services

Inventive Labs provides professional services to define, design and build telephony applications or help you with any part of your development process. The fees are quoted per project and are based on the hourly rates per resource needed shown below.

Service	Hourly Fee
Definition and Design	\$125
Development	\$125
QA and Support	\$125

Conclusion

Voice Elements is an enabler, allowing .NET-skilled programmers to use the environment most familiar to them to build telephony solutions. Potential telephony projects can be realized at a much faster pace than previous toolkits. Lastly, the various deployment options (HMP Elements and the Inventive Labs Telephony Bank) provide inexpensive and quick opportunities to market.

About Inventive Labs

Inventive Labs is a leading provider of complete telephony development and deployment tools. The company's software products and related services, including Voice Elements, dramatically reduce the time, cost and complexity of creating voice solutions. By rapidly developing applications in native .NET, enterprises and service providers can significantly reduce operating costs and quickly respond to new revenue opportunities. Inventive Labs is headquartered in Greenwood Village, Colorado.

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