



ASX Announcement

ASX: DUB

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Dubber and IBM to provide Cognitive Call Solution

- Dubber and IBM combine to take advantage of IBM's cognitive capabilities, Dubber's cloud platform and a global distribution network
- Dubber and IBM have signed an Embedded Solution Agreement to combine IBM's Watson Artificial Intelligence (Watson) with Dubber's cloud-based call recording solution
- The combined solution – Cognitive Call Listening & Recording (CCL&R) – will provide customers with a comprehensive analysis of recorded calls and meetings
- The solution will be offered to enterprise & government clients globally, via IBM's channels and Dubber's Service Provider network

Dubber Corporation Limited (ASX: DUB) is pleased to announce it has signed an Embedded Solution Agreement (ESA) with global technology leader IBM. This combined solution is called Cognitive Listening & Recording (CCL&R).

The ESA embeds IBM's Watson in Dubber's cloud-based call recording solution. This combined solution will deliver an innovative Software as a Service (SaaS) solution to customers.

CCL&R builds on Dubber's ability to both capture and analyse voice data by embedding IBM Watson to provide businesses greater insights from recorded call and meeting data. The solution enables companies to meet industry compliance requirements, understand & capture the sentiment of all customer interactions, improve Net Promoter Scores as well as help identify new revenue opportunities from improved business processes.

Both Dubber and IBM are working together to target clients globally, in conjunction with telecommunications service providers where appropriate, initially promoting the solution in the Asia Pacific region.

Steve McGovern, CEO Dubber:

“Dubber and IBM have been working together under a collaboration agreement to build the CCL&R Solution which combines the Dubber recording platform, and our ‘Zoe’ analytics suite, together with IBM Watson. This solution has now been ratified by the ESA and will enable companies to record and capture voice data via a SaaS model and extract value from the data to drive key business insights and improve productivity and customer engagement.

The agreement with IBM is part of our core strategy of working closely with global IT and telecommunications leaders to establish Dubber as the pre-eminent cloud solution for the provision of call recording and associated technologies.”

Anthone Withers, Head of Software as a Service, IBM Australia and New Zealand:

“Our agreement with Dubber is an example of how IBM is transforming its partner engagement model by harnessing the power of AI to turn data into new ways of doing business.”

“I see great opportunity in combining IBM Watson with a solution that enables clients to access (and use) unstructured voice data which has historically been difficult to access. Now, we can capture, transcribe, playback and interpret the sentiment of every customer call and/or meeting.”

About Dubber:

Dubber is the world’s most scalable call recording service which has been adopted as core network infrastructure by multiple global leading telecommunications carriers in North America, Europe and Asia Pacific. Dubber is a disruptive innovator in the multi-billion dollar call recording industry, its Software as a Service offering removes the need for hardware, productization or capital expenditure.

As the telecommunications sector moves towards Cloud services, Dubber has also been chosen by BroadSoft, Inc for its global leading Cloud telecommunications platform, BroadCloud, as the recording and voice data capture service for its network of telecommunications Service Provider Customers.

Dubber provides the opportunity for the capture of voice data across these networks enabling further monetising opportunities, in addition to regulatory compliance, in the



areas of analytics, artificial intelligence and 'Big Data' - expanding the potential market for call recording to every phone.

For more information please visit: www.dubber.net

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