

APEX Fact Sheet

We help you bring voice, video and data enhanced services to life.

About APEX

For more than two decades, APEX has focused on helping our customers succeed. Our unique expertise in value added services (VAS) has enabled us to provide solutions and platforms for all types of enhanced services. That's why over 250 of the leading (mobile) network operators, value added service providers (VASPs), and call/contact centers across 95 countries have chosen APEX for their value-added and revenue-generating services. We help them increase revenue, reduce costs, maximize ROI and minimize churn.

At APEX, we give our customers choices, everything from software only purchases, to complete solutions that include consultative services, to OEM partnerships. Our goal is to provide options that best suit our customer's business requirements. As a leader, APEX will continue to increase the value we bring to our customers by providing products that enhance the end-user experience and increase customer satisfaction, allowing our customers to remain competitive in their respective markets worldwide.

World-Class Customers

APEX has installations in market-leading companies around the world including:

Telecom – America Movil, AT&T, Cellcom, Claro, Comcel, Globalstar, ICE, Iusacell, Korea Telecom, MobiNil, Movistar, PCCW, Qwest, Sprint, STC, Telcel, Telefonica, TeleGreenland, Telemovil, TeliaSonera, TelMex, Tigo, Verizon.

Enterprise – Aetna, American Express, Apple, Banco de Chile, Bayer, BBVA Bancomer, Boeing, DHL, DirecTV, Exxon, HealthNet, Mexicana, Panasonic, Petro-Canada, Scandanavian Airlines, Spirit Airlines, Unilever, Xerox.

Innovative Platforms

APEX Service Delivery Platform (APEX SDP™)

The APEX SDP is a mature, field-proven and future-proof platform that delivers immediate returns. Enabling the rapid deployment of converged Web 2.0 and Telecom 2.0 service bundles ("mashups"), the APEX SDP lowers the time-to-market for the new generation of services by as much as 80 percent, while increasing Average Revenue Per User (ARPU).



APEX provides its customers with the foundation for their voice, video and data enhanced services.

OmniVox3D® Application Server

OmniVox3D's web-based design is ideal for high-traffic services, while being protocol independent provides the ability to deliver applications once and deploy them across multiple types of networks (3G, SIP/IMS, TDM/SS7, Hybrid). Based on open standards, OmniVox3D supports MSML/MSCML/VXML/Media Control* abstractions for media control, 3G-324M for video and MRCP for speech.

OmniView® Service Creation Environment (SCE)

OmniView is a graphical, browser-based SCE for rapidly designing and developing value-added services. With its drag-and-drop environment and extensive set of Command Icons for voice, video, web services, speech, database and more, services developed with OmniView can be in production in a matter of days.

OmniView® OAM&P Console

With its OAM&P Console, OmniView addresses the need for easily maintaining, modifying and monitoring solutions in the network from a central location, in real time, with statistical, application and call processing information. The OAM&P Console effectively aids in assessing key performance indicators in order to make sure resources are available and properly utilized.

OmniVox3D® Dynamic Video & Avatar Generators

OmniVox3D's Dynamic Video Generator produces voice and video content dynamically by combining real time data with HTML & PHP templates, while its Dynamic Avatar Generator combines full and half-body Avatars with audio or Text-To-Speech prompts.

APEX Reseller Program (ARP)

The APEX Reseller Program's main objective is to provide its Members with the tools required to successfully sell, implement and support projects worldwide. ARP accomplishes this goal by leveraging APEX strengths, including a mature and robust product line, worldwide experience, and proven applications combined with seamless integration to ancillary technologies, middleware platforms and third-party products.

Global Scope

For more than 21 years, since 1989, APEX has been a worldwide leader in providing solutions and platforms for value added and revenue-generating enhanced services.

Working closely with its global network of value added resellers (VARs), APEX has installations across 95 countries around the world, on six continents.

Over 250 network operators and VASPs globally rely on APEX everyday because of features such as scalability, reliability, flexibility, five-9 redundancy, and in-flight upgrades.

Since 1989, APEX has had more than 15,000 installations worldwide, ranging from single T1/E1 platforms to solutions with thousands of lines/sessions across multiple sites.

APEX Global Services

Whether it is professional services, technical support, project management, training, RFI/RFP assistance, quotes generation, or a host of other services, our highly trained and dedicated staff worldwide is ready and able to assist. Every employee at APEX understands that the success of our customers is critical to the continued growth of APEX. Therefore, we are all fully dedicated to providing the best possible service, ensuring our customers get the most out of their APEX products.

Platforms

- Application Server
- Service Delivery Platform
- Service Creation Environment
- Dynamic Video Generator
- Dynamic Avatar Generator
- OAM&P Console

IVR Solutions

- Network IVR
- IVR Consolidation
- Outbound IVR
- IVR Optimization
- Video IVR/IVVR
- First Touch IVR

Service Ready/Multi-Media Solutions

APEX's instantly deployable Service-Ready and Multi-Media Solutions enable faster Return-On-Investment (ROI) with increased Average Revenue Per User (ARPU). These Solutions come standard with the OmniView SCE, enabling our customers to continue enhancing them on their own, with complete control, while being self-sufficient. Some of the more common Solutions include:

Service-Ready Solutions

- Unified Communications
- Prepaid Calling/Recharge
- Outbound Telemarketing
- Audio/Video Conferencing
- Automated Collect Calling
- Voice Activated Dialing
- Voice/Video Customer Care
- Voice/Video Mail
- Intelligent Routing
- Call Center Routing
- Call Steering
- Fax-to-Email
- USSD Callback

Multi-Media Service-Ready Solutions

- Interactive Voice/Video Response (IVVR)
 - > Mobile Banking
 - > Set-Top Box Applications
- Location Based Services (LBS)
 - > Video Chat
 - > Video Coupons
- Dynamic Content/Web Services
 - > Google Maps and Weather
- Click-to-Call
 - > Websites
 - > E-Mails
- Audio & Video Color Ringback Tones
- Voice & Video Short Messaging (SMS)

Management Team

- President/CTO: Ben Levy
- Executive Vice President: Elhum Vahdat
- Vice President of Sales, EMEA-A: Kent Winter
- Vice President of Sales, The Americas: Fabio Tylim

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