



As seen in:



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Jaduka - They really get the big picture

By Ken Camp

At the O'Reilly Emerging Telephony conference (ETel) last week I had the pleasure of spending some time with several folks on the Jaduka team. Here's who I spent time with:

- Trevor Baca - VP Software Engineering. Trevor was one of the very popular speakers at the conference.
- Bill Binnig - VP of Marketing
- Jack Rynes - President
- Peter Pattullo - CEO of NetworkIP (parent company and driving force behind Jaduka bringing powerful energy and credibility along in the process).
- Neil Vineberg at Vineberg Communications helped set things up.

Before I work up a head of steam, I want to give you some observations on two people in particular. If you've read here, you know my background reaches back 30 years into telephony done the old fashioned way. Trevor Baca's a young guy, but for someone his age who didn't spend a career in the telco world, he knows it better than most people I know. Trevor's done his homework. And Peter Patullo is probably behind some of that understanding because he grasps the nuance of legacy telephony from roots not unlike my own. He's one of us who were part of the past, but have moved to the present with a hand grabbing for the future. The others are pretty damn sharp too.

First an intro to Jaduka just in case you don't know what they do. Their splash, and it's a big splash that will cause lots of ripples, at ETel was announcing their API for enabling next generation web-to-voice interaction. So I'm going to drop a bomb on you here in case you weren't paying attention. **You don't need to reinvent the wheel when it comes to telephony.** The Jaduka team wrote an API for the PSTN. That's right, an API that lets developers use the power of telephony without having to learn it and rewrite it themselves. Build your apps to support the new things coming, and hook into existing telephony services using HTTP, SOAP and programming languages of your choice.



I'm going to take the simple approach and use a graphic right off their web site. If there's a message I've been taking to developers and solution providers for the past year, this is really the message. The Internet, applications and services, need to speak up. Integrate. Quit delivering interesting technology and deliver solutions. Customers want solutions.

Add Voice.
 Internet applications need to speak up.
 Trigger a regular telephone call from virtually any Internet application.

Regular readers know that one of my hot buttons lately has been, to use a phrase I hate, empowering users. I use the phrase "click to converge" as a key differentiator. At the ETel conference, mashups were all the hot buzz. I don't like the word "mashup," but I like being able to mashup any tool I like that works for me, with any other tool I use.

Click-to-Converge = User created mashups

So I'm going to show you another peek at things from Jaduka's web site. Web site visitors on the phone with a mouse click. Click-and-Connect buttons on your website. An API that saves you from reinventing telephony. You can't tell me the Jaduka team doesn't understand the power of Click-to-Converge. They're demonstrating it with their own solution.

<p>Jaduka for Enterprise</p> <p>Convert site visitors into live phone leads with the click of a mouse.</p> <p>Learn More</p>	<p>Jaduka for Consumers</p> <p>Add a FREE Click-and-Connect button to your website, email, newsletter & more!</p> <p>Sign Up Now</p>	<p>Jaduka for Developers</p> <p>Jaduka's API is the key to unlocking infinite, new Web-to-voice possibilities.</p> <p>Get Started</p>
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I know I'm going to be watching Jaduka close. I know I'll be talking with them again. I encourage you to check them out and pay attention to what they're doing. These guys really get it at a fundamental level that makes a difference.