

## **Excel Offers Roadmap for Communications Service Providers, says Jaduka**

**By Gary Kim**

Commodity voice now is part of a broader communications environment more focused on voice and communications as an attribute of many other experiences and applications, says Jaduka CEO Pete Pattullo.

In part, that means creating the ability for direct integration of communications into business processes, even though stand-alone versions of voice will continue to be important. One example is how voice can be used to improve the efficiency of package deliveries.

"We have a customer that delivers packages for which there must be a signature," says Pattullo. "So the company calls ahead, just before a delivery, to make sure packages can be delivered the first time, without return visits."

Application providers have to step up and create easy ways to "drag and drop" voice and communications features into existing applications. But app providers cannot do all the work, he says. The analogy is Microsoft Excel, where a tool allows end users to create their own custom spreadsheets.

Creating application program interfaces is a start, but the APIs are not, in themselves, a business model, Pattullo says. Service providers need more awareness of the actual business problems their customers have, to be able to create lots of applications using voice and communications features that are germane to users.