

## SoundBite Simplifies Automation of Clients' Customer Contact Campaigns with Software as a Service



SoundBite Communications  
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### Industry:

Communications

### Annual Revenue:

\$29.1 million in 2006  
Privately-held

### Employees:

125

### Oracle Products & Services:

Oracle Database  
Oracle Data Guard  
Oracle Partitioning  
Oracle Real Application Clusters

### Key Benefits:

- On-going technical support
- 4-fold increase in transaction capacity
- Redundancy and scalability
- Uptime and reliability

SoundBite Communications is a leading provider of automated voice messaging solutions that are delivered through a Software as a Service (SaaS) model. SoundBite's on-demand solution helps organizations increase revenue, enhance customer service and retention, secure payments, and improves contact center efficiency by increasing agent productivity and enabling agentless interactions.

### Growth Challenges: One Billion Calls and Growing

In the last three years, SoundBite experienced significant growth in revenue and increased demand for its service. As a result, transaction volume has consistently doubled year-over-year. In 2006, clients used the SoundBite service to place nearly one billion calls.

During this period of tremendous growth, SoundBite clients were demanding peak calling capacity from its infrastructure. As an on-demand service, SoundBite also makes new features and service upgrades immediately available to all clients.

### Improved Results with Automated Processes

SoundBite is used by more than 200 organizations to initiate and manage customer contact campaigns across a variety of collections, customer care, and marketing processes. Collection campaigns recover 20 percent more debt per agent when automated voice messaging is used.

SoundBite clients have come to expect the quality and on-time delivery of voice, text and email messages. SoundBite leverages the Oracle Database 10g to develop, support and operationally run its multi-tenant platform at peak capacities. The Oracle Real Application Clusters functionality meets SoundBite's needs for load balancing and horizontal scalability.

With Oracle Database 10g and Oracle Real Application Cluster, SoundBite is well positioned to execute on its product roadmap, continue to deliver essential features, and extend its service to target specific industries in a SaaS-based approach.

**“Oracle is a clear choice to support our high service-level requirements due to its unique features that provide scalability and reliability, and its best-in-class support behind the products.”**

Andrew Gilbert  
VP, Operations  
SoundBite Communications

### Why Oracle?

SoundBite selected the Oracle Database because it met the following criteria:

- Scalability – a cost-effective, scalable database that can support core multi-tenanted features desired by clients who choose a SaaS-based platform.
- Redundancy – a database that can work across geographically redundant data centers.
- Uptime – a database that can provide 24x7 services to businesses.
- Application flexibility – a database that can support a wide variety of data and media needs.

### SoundBite product history with Oracle

SoundBite initially started operations with Oracle 8i running on Sparc Solaris. As the amount of customer contact campaigns increased, so did the client demand for uptime and reliability, which resulted in SoundBite moving to Oracle 9i on Solaris. Oracle 9i provided SoundBite with improved features including Data Guard for cross data center replication and increased performance and was a stepping-stone to the current Oracle 10gR2 database.

SoundBite currently has the capacity to initiate more than 14 million calls each day on an Oracle 10gR2 database running on RedHat Linux based 64-bit AMD platform across two data centers. This platform provides scalability, redundancy and horizontal partitioning. Andrew Gilbert adds that – “In addition to the products, Oracle has been a valuable partner providing the necessary support and resources. Oracle’s commitment to our success has been valuable throughout this transformation.”

*SoundBite Communications is a leading provider of automated voice messaging solutions that are delivered through a Software as a Service (SaaS). The company’s multi-tenant customer communications platform is used by organizations across a number of industries, including collection agencies, financial service providers, retailers, telecommunications providers, and utilities. SoundBite’s service has the capacity to initiate more than 14 million calls each day, and in 2006, clients used the service to place nearly one billion calls. For more information, visit [www.SoundBite.com](http://www.SoundBite.com).*