Mobile phones make us all mobile workers, but there are more specialized cases where a basic mobile phone isn’t enough. For example, warehouse workers today carry specialized mobile devices connected to local wireless networks to pick stock items for an order. In this type of application, there are specialized needs, including dealing with background noise and workers with non-native accents. This session talks about how companies deal with these issues to provide hands-free voice solutions.
Speech-enabled
Employee Process Automation:

Special Needs?

Excuse me…
Can I use inexpensive phones/smartphones?
Leverage the power of network speech rec?
2007 Transformation

Rugged phones (rated up to IP65)
Continuous talk time up to 20 hours
Usable in cold environments
Multi-bay rechargers
Scanner and other options
Inexpensive

Also supports traditional handhelds/wearables

Speech Recognition
Done Here

Network Speech
Rec

Speech-enabled Employee Automation

Standards
VXML Platforms
MRCP Speech
Robust for noisy environments

Enterprise Systems
Warehouse Management
ERP
Inventory Management
CRM
Field Service
Manufacturing
Maintenance
Assets Mgt.
Sales & Ops
HR

23 April 2010 / Page 3
Datria Proprietary
Cheaper devices = Easier business case

Network speech = Leverages the latest & greatest

Network Speech = Enterprise-wide (beyond the warehouse)

Mobile devices from $100
New Affordability

Rugged (13) = Semi-Rugged (25)
Power of Network Speech

- Free from device limitations
- High performance with noise
- Largest choice of languages/dialects
- Speaker-independent
- Multi-party training and support
- Large vocabularies
- Plug and play for speech engines (MRCP)
DATRIA
Speech-enabled applications

Manufacturing
- Plant maintenance
- JIT production materials
- Inspection

Warehouse/DC
- Receiving
- Put-away
- Picking
- Replenishment
- Storage moves
- Cross-docking
- Packing/load building
- Loading
- Returns
- Inspection
- Safety checks
- Value-added services
- Yard management
- Inventory (cycle counting)

Transportation
- Shipping
- Scheduling
- Delivery
- Verification
- Invoicing
- Pickup
- Mileage logging
- Fleet tracking (AVL tie-in)
- Fleet inspection
- Fleet maintenance

Retail Store
Customer experience:
- Price checks
- Product availability
- Bring from stockroom
Store execution:
- Clock in/out
- Assign/update tasks
- Shelf replenishment
- Price markdowns
- Promotion set-ups
- End-cap changes
- Planogram resets
- Safety recalls
- Receiving
- Put-away
- Recycling
- Storage moves
- Cycle counting
- Manager alerts
- Employee self-service
- Exceptions/Feedback
- Training
Yard management (scheduling, arrival, reefers…)
Inventory management
Sales force automation
Systems maintenance

Service
- Field service
- Asset management
- Maintenance
- Parts management
- Regulatory inspection, audits and reporting
- Crisis management

Employees
- Time & Attendance
- Help desk/PWR
- Expense Reporting
- Crisis management
- Employee self-service
### Configurable Packages

**40+ configurable business processes serving:**

<table>
<thead>
<tr>
<th>Warehousing Suite</th>
<th>Ticket Management Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receiving</td>
<td>Field service management</td>
</tr>
<tr>
<td>Put-away</td>
<td>Transportation management</td>
</tr>
<tr>
<td>Selection (picking)</td>
<td>Enterprise asset management</td>
</tr>
<tr>
<td>Replenishment</td>
<td>Plant maintenance</td>
</tr>
<tr>
<td>Storage moves</td>
<td>Retail store floor</td>
</tr>
<tr>
<td>Returns</td>
<td>Sales force automation</td>
</tr>
<tr>
<td>Inspection</td>
<td>Parts management</td>
</tr>
<tr>
<td></td>
<td>Inspection, auditing, regulatory reporting</td>
</tr>
<tr>
<td></td>
<td>Crisis management</td>
</tr>
<tr>
<td></td>
<td>Human capital management</td>
</tr>
<tr>
<td>Cross-docking</td>
<td>Model-driven solutions</td>
</tr>
<tr>
<td>Packing</td>
<td>Each business process is modeled via schematics that support piece, case and pallet picking. Companies apply a blend of pick strategies, such as discrete, cluster, zone and batch picking. The Datria Integrated Configuration Environment (DICE) is used to configure (parameterize) the Datria package to a company’s unique business rules. Multimodal solutions have been supported since the mid-1990s, making it easy to complement scanning, RFID and pick-to-light operations. DICE was the first speech application ‘SOA tool’ brought to market in 2002 (now v5) and it complies with industry specifications such as Eclipse, VoiceXML, Speech Recognition Grammar Specification (SRGS), Call Control XML (CCXML), Java/J2EE, JavaBeans, XML over HTTP (SOAP), JDBC and more.</td>
</tr>
<tr>
<td>Load building</td>
<td></td>
</tr>
<tr>
<td>Yard management</td>
<td></td>
</tr>
<tr>
<td>Value added services</td>
<td></td>
</tr>
<tr>
<td>Shipping/delivery</td>
<td></td>
</tr>
<tr>
<td>Cycle-counting</td>
<td></td>
</tr>
</tbody>
</table>
2009 – Datamonitor

*The Guide to Voice Solutions in Warehouse Environments*

“The voice picking market entered the scene in the mid-1990s. Proprietary technologies and point solutions established speech recognition and text-to-speech technologies. In the early 2000s, the market for voice picking began shifting to more open architectures and commercial off the shelf ruggedized devices. Today, the voice picking market is entering a third phase in the evolution of technology where the use of web standards such as J2EE and VoiceXML are combined with off-the-shelf technologies to provide a network-based thin client solution that has broader appeal in the mainstream IT applications market and several economic advantages.”
We’re the leading supplier of packaged voice-enabled applications for enterprise mobility

Doug Brown
VP, Marketing & Product Mgt.
+1 303 728 1329
doug.brown@datria.com