

# The Frame Group deploys MESSAGEmanager Speech Enabled Voice Response at Melbourne Airport



Melbourne Airport provides the infrastructure and services to support more than 27 million passengers who pass through it annually. The airport is an extensive network of terminals, office developments, retail and other commercial ventures.

In 2007, Australia Pacific Airports Corporation Limited (APAC) commissioned a \$330 million upgrade of Melbourne Airport's international terminal. Although much of the public focus has centred on the physical building works, the development of the network infrastructure is critical to its success. The Frame Group was engaged by Melbourne Airport to design, develop and implement a secure, stable and reliable network infrastructure for every new building and business within the redeveloped terminal.

An Interactive Voice Response system was required to provide flight arrival and departure times for domestic and international flights, check-in times, duty free shopping, parking, bus and taxi information. The IVR had to communicate with the Airport *Cisco Unified Communications Manager PBX v7.1.5*.

Following a thorough evaluation process, MESSAGEmanager Speech Enabled Voice Response system from Australian based MESSAGEmanager Solutions, was selected. MESSAGEmanager combines open-standards support for speech with intelligent application development to deliver personalised self-service to callers - either as a standalone interactive-voice-response (IVR) system or transparently integrated with a contact centre.

MESSAGEmanager VoiceXML enables the telephony channel to be integrated with the web self-service strategy. This allows the MESSAGEmanager database to be updated whenever the Melbourne Airport web site is updated with flight Information for telephone callers.

The VoiceXML standard, first published in 1999 is a World Wide Web Consortium (W3C) specification based on many years of research and development by AT&T, IBM, Lucent Technologies and Motorola. VoiceXML allows interaction between a caller on a telephone and a Web or Business Server. Communication between voice applications and the VoiceXML interpreter is similar to the desktop web browser model. VoiceXML makes the speech platform a browser that communicates with the Web application over HTTP - no different than Internet Explorer.

MESSAGEmanager is integrated with Cisco Call Manager via SIP and runs in a VMware High Availability and Fault Tolerant environment.

## **About MESSAGEmanager Solutions**

Australian based, MESSAGEmanager Solutions is a global leader in Fax, SMS, Voice and Presence Messaging and Communication Solutions for IP and Public Switched Telephone Networks. Worldwide we have over 2,000 high profile customers in government, finance, high-tech, mining, telecommunications, legal and accounting industries.

MESSAGEmanager Solutions has built and cultivated a strategic technology alliance with Cisco to deliver high performance, reliable and scalable IP Telephony solutions.

MESSAGEmanager Solutions has a global network of partners in Australia, USA, UK, New Zealand, Singapore, Israel, Spain, South Africa, Greece, Hong Kong and Thailand.



Level 8, 9 Help Street  
Chatswood, NSW 2067 Australia  
info@mmanager.com  
sales@mmanager.com  
www.mmanager.com

Australia Tel: +61 2 8448 8800  
Fax: +61 2 8448 8811  
Canada: 1877 370 1261  
Hong Kong: 800 905 955  
Israel: 077 901 1111

New Zealand: 0800 445 308  
Singapore: 800 616 3168  
South Africa: 011 912 9358  
United Kingdom: 0800 169 8226  
United States: 1877 884 1664