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# Avaya Extra

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**Telecom Reseller**  
The Newspaper for Enterprise Networks

## Conversant script builder conversion tool

Avaya IVR platforms now support VoiceXML (VXML) solutions. Beginning with Conversant V9, which remains on the Unix platform, Avaya now provides the option of creating applications in VXML code (versus TAS). This option is also available on Avaya's new Sun Solaris IR platform.

VXML enables application developers to extend existing Web applications to include voice interaction, so Avaya IVRs can now seamlessly integrate with existing web-driven solutions. Since many companies already use XML for their Web applications the skill set for VXML is readily available, which makes it much easier to develop and maintain these voice applications.

VXML also uses the same means of interconnectivity as web-driven solutions so IVRs will no longer require custom Data Interface Processes (DIPs), usually written in C language, to access information from databases. VXML applications can interpret JavaScript code and exchange data freely via the Web infrastructure. By supporting VXML solutions, customers that still have older Conversant systems (V6.1 and V7) with applications developed using the Script Builder tool now have a low-cost migration path to the new platforms.

Last month LeadingC, an Avaya Business Partner, rolled out its latest VXML software that converts Script Builder applications into VXML native code. Using this tool, these applications can be converted in less than two weeks and can be in production in about 4-6 weeks.

LeadingC has been converting Script Builder modules for free to demonstrate the capabilities of the tool. Dan Hobbie, Director of Marketing, has been advertising the free conversions to demonstrate how quickly LeadingC can complete the conversion process. Customers that had anticipated months of development effort at substantial costs are now learning that they can port their applications in weeks at very low costs.

The result of a quick and inexpensive migration path for Script Builder applica-

tions is the ability of companies to make purchase decisions on new IVR platforms in weeks rather than months, reducing the average sale cycle from about nine months

to nine weeks. ☎

**For more contact Dan Hobbie at 888-442-8292 or [dhobbie@leadingc.com](mailto:dhobbie@leadingc.com).**

### LeadingC product converts Conversant Script Builder applications to VoiceXML

LeadingC, an expert in VoiceXML solutions, can convert your Script Builder apps to VoiceXML in less than 2 weeks, saving months of development effort and about 50% of the cost.

LeadingC can delivery turnkey VoiceXML solutions including: application external functions, JSP/ASP development, interfacing with TN3270 messaging, and integration with Web infrastructure.

LeadingC can also train your developers.



# LEADINGC

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