

CogVoice OpenSpan™

Fast-Tracking Azure CSP AI Voice Services

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How can CSPs take advantage of the AI Revolution?

Tremendous Potential for AI to Revolutionize User Experiences

CSPs poised to be at the forefront of offering:

- Hyper-fluid AI agents
- Novel, anti-fraud voice services
- 'Service as a Software' to SMBs, e.g., FrontDesk™
- Improved accessibility & outcomes

Key Challenges for Resource-Constrained CSPs

1. **Which services** should be prioritised and created for market deployment? **Created how?**
2. **How to integrate** these new services efficiently into their core network?

Solution: The Microsoft and Norwood Systems Partnership



Introducing OpenSpan on Azure

A powerful architecture to enable rapid AI-enhanced voice service delivery for CSPs.

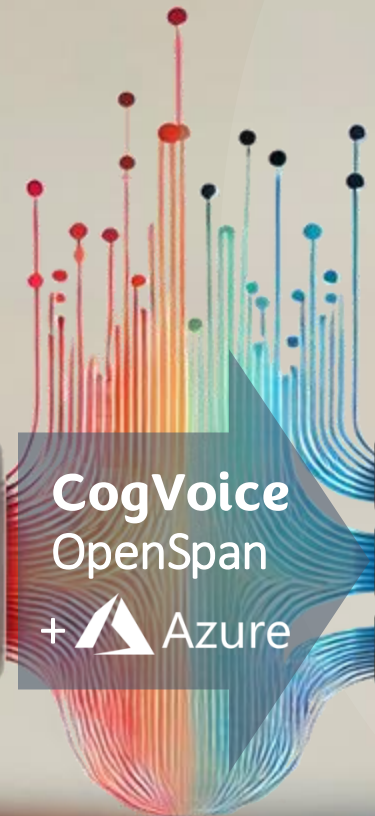
Introducing CogVoice OpenSpan™ — Powered by Azure

Collaborative AI Integration Platform

- OpenSpan leverages Azure Services to easily interface Core Networks to new AI Services
- Optimized for real-time voice and data handling, leveraging both OpenSpan and Azure capabilities.
- Enables rapid AI service deployment with minimal changes to existing systems.

Why it's Powerful:

- OpenSpan and Azure work together to integrate advanced AI services into the CSP core network.
- This platform supports CSPs in offering differentiated, scalable, and monetizable **“AI-enhanced voice”** services.



CogVoice OpenSpan™ — Key Capabilities

1. Real-Time Media Processing

- Enables live analysis and transformation of in-call voice and media streams.
- Supports AI-enhanced services such as transcription, translation, and fraud detection.

3. AI-Driven Voice Applications

- Powers advanced voice applications such as on-demand call recording, call summarization, and real-time translation.
- Designed to work with rapidly evolving AI offerings to enable rapid time to market.

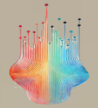
2. Scalable Agentic Integration

- Seamless integration with CSP core networks, ensuring security and reliability.
- Optimized for both in-line calling and end-point call terminated service deployment.

4. Open Multi-Service Support

- Supports a variety of agentic services, including voice authentication, in-call triggers, and intelligent routing.
- Built for the flexible deployment of new features to adapt to changing subscriber needs.

CogVoice OpenSpan™ and Azure – Key Benefits for CSPs



Enhanced Service Offerings

Expand Revenue Streams: OpenSpan with Azure enables CSPs to monetize both legacy voice services and innovative AI-driven services.



Future-Proof Network

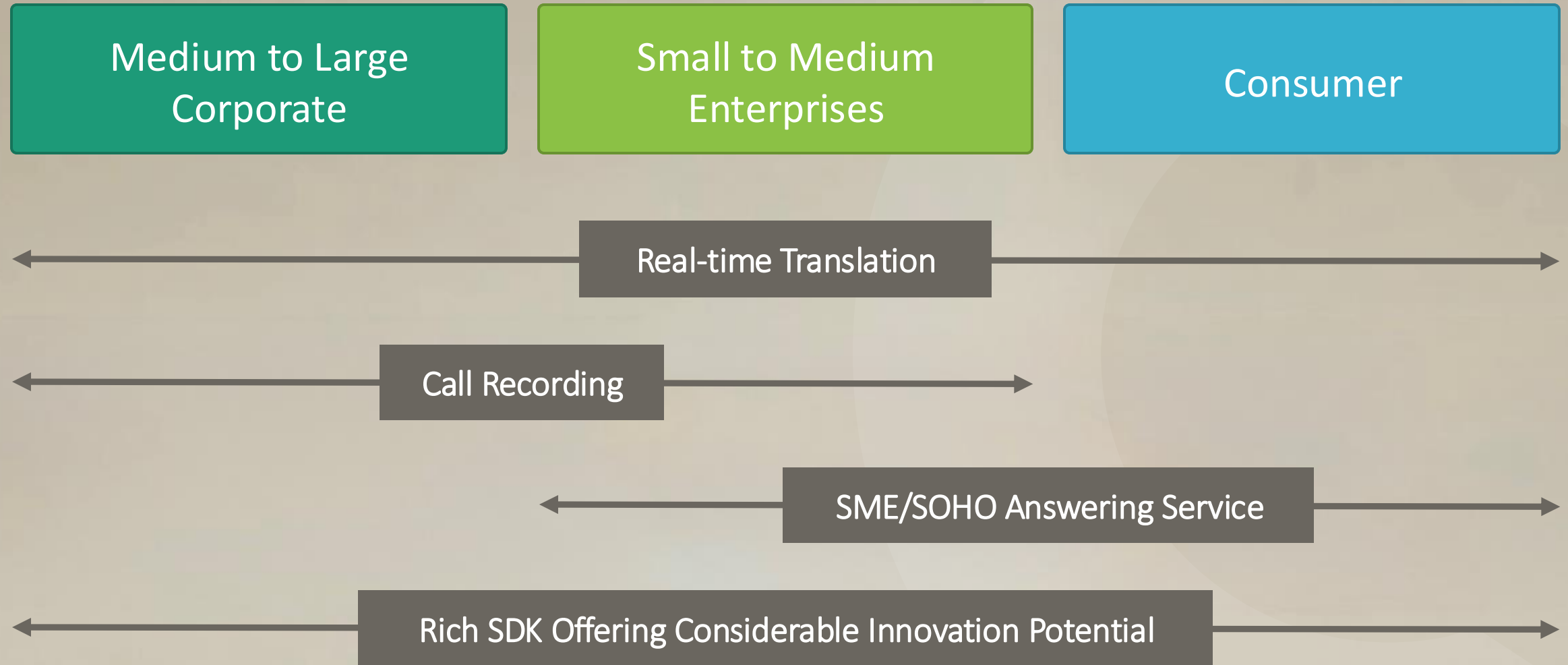
Scalable Architecture: OpenSpan's open design, leveraging Azure Cognitive Services, supports the integration of advanced AI capabilities without compromising network stability.



Operational Efficiency

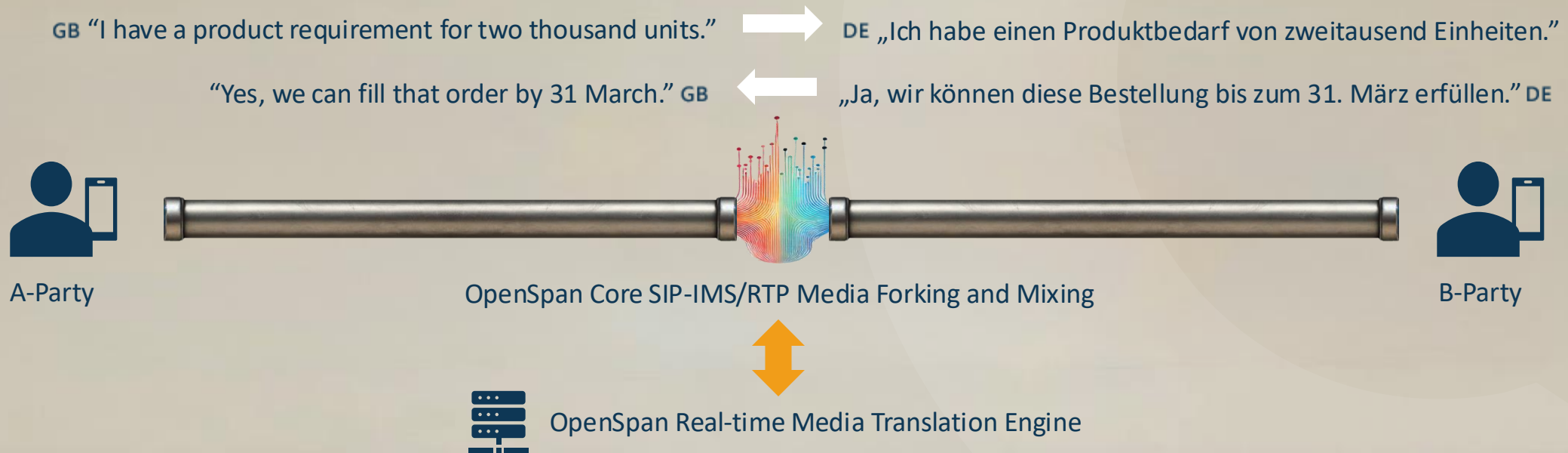
Streamlined Operations: OpenSpan with Azure act as a unified platform for seamless media and agentic service orchestration, reducing operational complexity.

Initial customer-facing services cover multiple segments



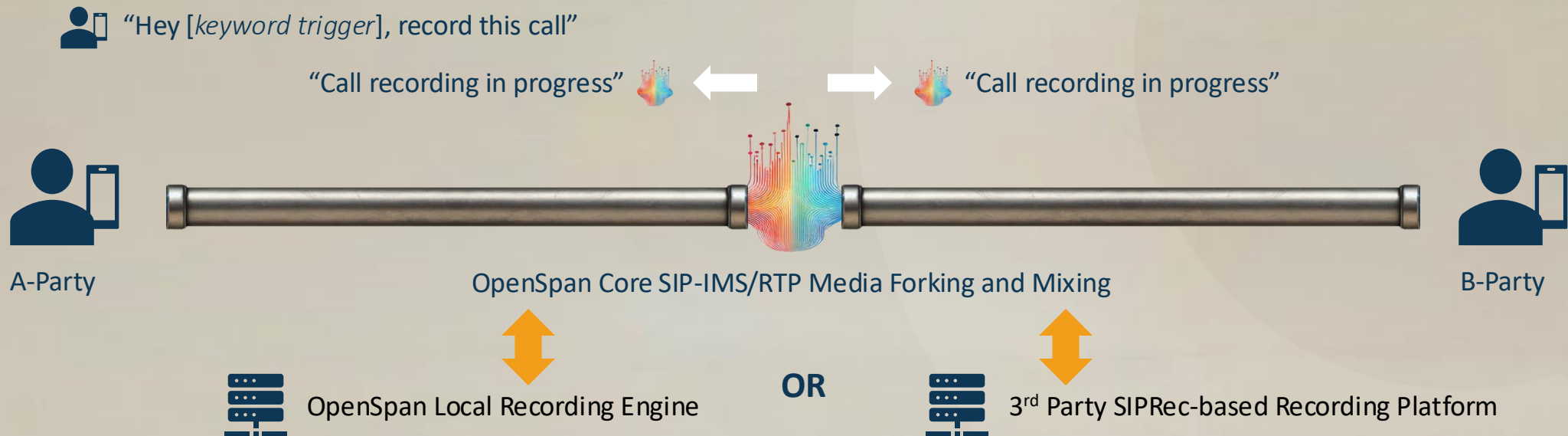
CogVoice OpenSpan™ Service: Real-time Translation

- OpenSpan enables **real-time, caller-to-caller translation**, allowing a CSP's subscribers to communicate effortlessly with third parties in their preferred languages.
- With AI-driven translation, users can connect seamlessly across language barriers, empowering businesses to operate smoothly across borders and enhancing accessibility and satisfaction.



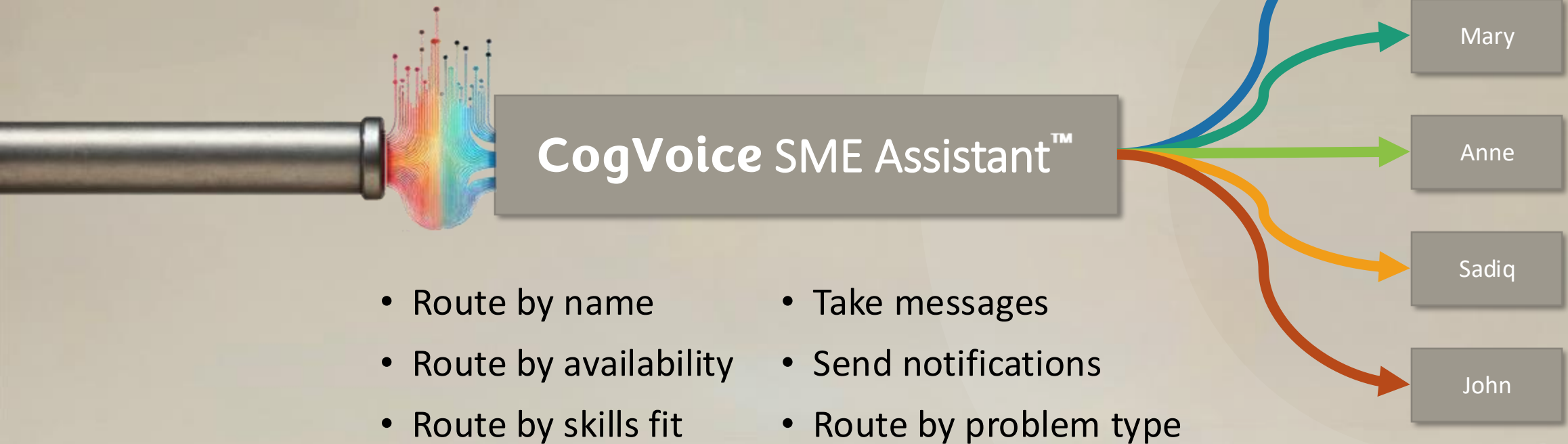
CogVoice OpenSpan™ Service: Call Recording

- For straightforward, cost-effective recording, OpenSpan's native capabilities provide **reliable on-demand local recording, storage and access.**
- For advanced, enterprise-level requirements, OpenSpan's **SIPRec integration** enables on-demand recordings to be securely **stored on third-party specialized platforms**, supporting high compliance and complex workflows.



CogVoice SME Assistant™ – Agentic SME Answering Service

“Hi! You’ve reached London Plumbers Ltd. Let me know who you need to reach or describe what you need our help with.”




- Route by name
- Route by availability
- Route by skills fit
- Take messages
- Send notifications
- Route by problem type

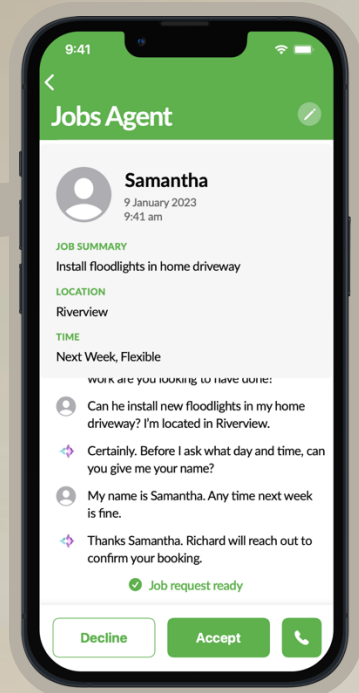
Zero-touch Go-to-Market Approach for SOHO/SMB

Zero-touch acquisition

Targeted digital marketing




- Plumbers
- Electricians
- Tradespeople



Zero-touch provisioning


Rapid electronic provisioning



- Zero network touch
- 2nd number driver
- 2 minute 'Ad-to-eSIM'

Zero-touch setup

Effortless AI-powered subscriber onboarding



```
graph LR; A[Auto skills inference] --> B[App-led provisioning]; B --> C[Cal integrations]
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CogVoice Service Creation SDK

Tools to turbo-charge a CSP's Voice Innovation Pipeline

LLM Intent
libraries

Agent
persona
creation

Reference
frame
creation

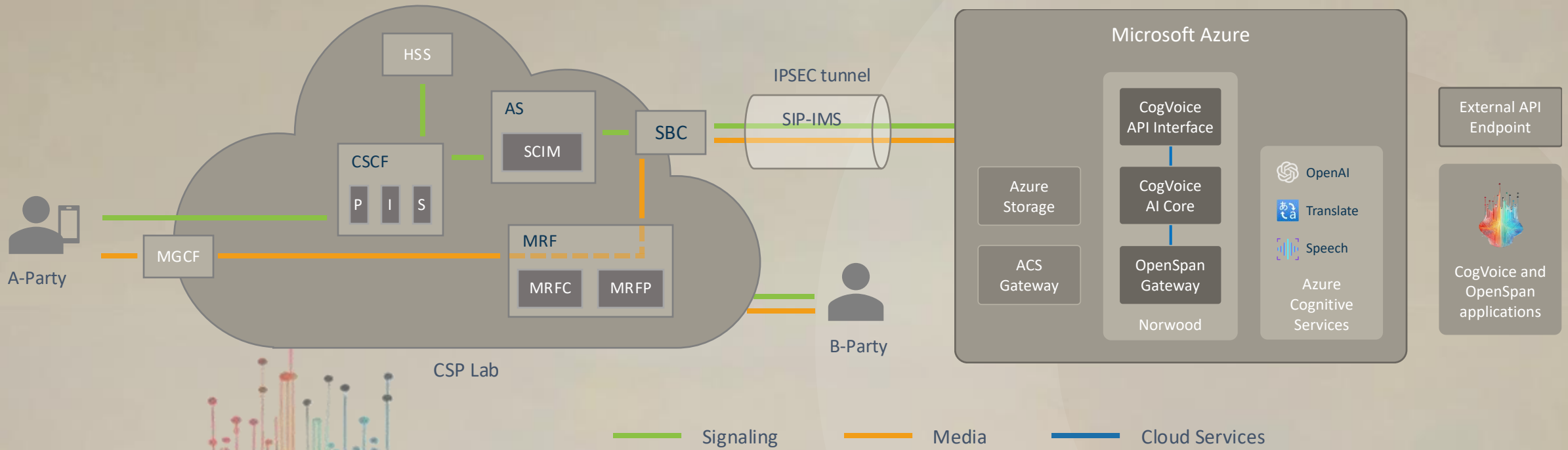
Agent state
management
and scripting

iOS and
Android app
frameworks

Integration to
third party
value-added
services

Co-development
and training
support

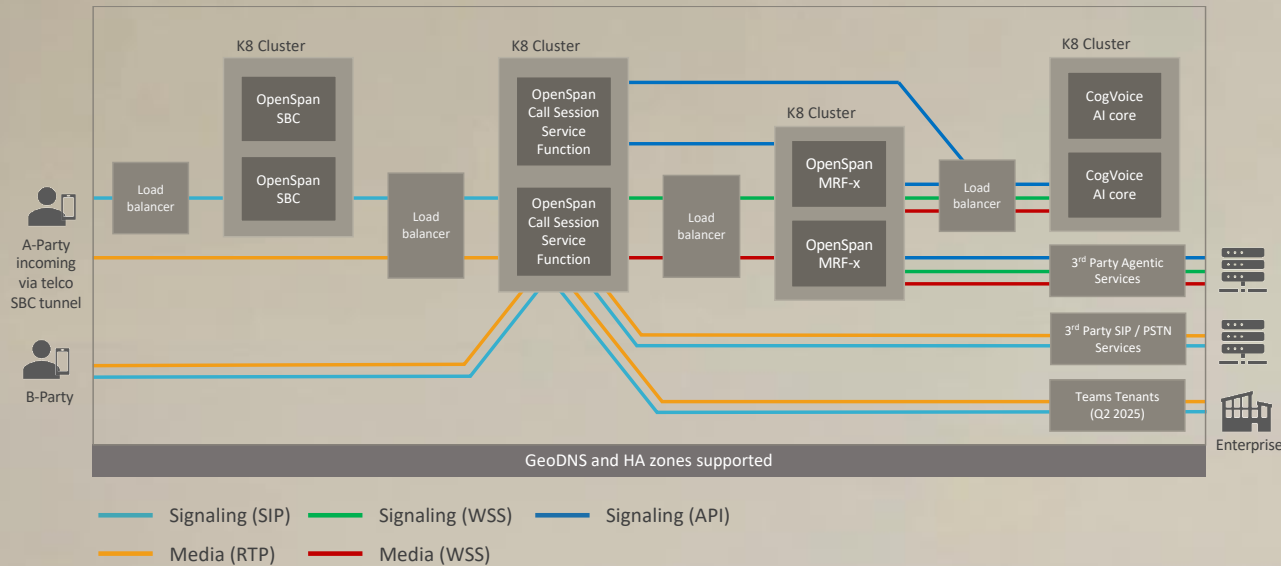
CogVoice OpenSpan Application Server – POC Architecture



CogVoice
OpenSpan
+ Azure







CogVoice — A pioneering CSP AI Voice Platform Since 2021

CogVoice OpenSpan™



CogVoice AI Services

Family of AI Services to drive CSP monetisation

-  **OpenSpan Record™**
-  **OpenSpan Translate™**
-  **OpenSpan Screener™**
-  **CogVoice SME Assistant™**
-  **CogVoice JobsAgent™**
-  **CogVoice Agentic IVR™**



Third-party AI & Media Services:

OpenSpan supports open APIs and major third-party SaaS voice APIs

— Transcription, Translation, Virtual Assistant etc.

The Norwood Story



Decade of Award-winning Innovation in Scalable Cloud Communication Platforms



Publicly Listed on the ASX (ASX:NOR)



Transforming Core and Emerging CSP Services with High-Impact Solutions



Expanding Reach Across North America, Europe, and Asia-Pacific CSP Markets



Pioneering AI-Driven Agentic Services and Platforms for CSPs

Driving Global Connectivity with Scalable Cloud OTT Voice Services

2012 – 2018

Boosting Subscriber Loyalty with CSP Value-Added Service Platforms

2018 – present

Delivering Sustainable Growth with AI-Powered CSP Platforms and Apps

2021 – present



CogVoice OpenSpan™

Monetize & Differentiate Your CSP Voice Network

Learn more or contact us via:

www.norwoodsystems.com/cogvoice

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