Partners Network
How Far Can We Go?
20% of all internet search queries performed by voice commands

300X growth in voice internet search queries over the last 5 years

50B monthly voice search queries registered by Google

>60% started using virtual assistants and voice search in the past 12 months

Spitch is Cool. Recognised by Gartner.

Spitch has been named a “Cool Vendor” by Gartner in the “Cool Vendors in Speech and Natural Language” report¹, as one of only three innovative companies that deliver custom-made, highly performant speech and natural language systems that move beyond what standard API and cloud offerings provide.

Gartner predicts that, by 2025, 30% of major enterprises will have selected a single, enterprise-wide, conversational platform that is leveraged as a front-end by business applications, both for customer service and for employee effectiveness improvement.²

Speech technologies, as used in day to day life

Disclaimer: Gartner, Cool Vendors in Speech and Natural Language, 17 October 2019. The GARTNER COOL VENDOR badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

¹ – https://www.gartner.com/doc/3970415
² – https://www.gartner.com/doc/3956529
Spitch is an international, Switzerland-headquartered provider of conversational AI solutions powered by Automatic Speech Recognition (ASR), Transcription, Voice Biometrics, Voice User Interfaces (VUI), as well as natural language voice data and speech analytics (SA). Our technologies are focused on facilitating knowledge work automation — one of the most promising IT trends of the next decade.

Vision
Providing leading voice technologies that enable businesses to automatically identify, understand and service their clients.

Experienced leadership
Spitch is aspiring to become a worldwide leader in conversational AI solutions, and our management team has a clear vision for guiding this growth.

Proven R&D Team
The R&D team has over 50 years of combined experience in Natural Language Processing (NLP), Natural Language Understanding (NLU), including Automatic Speech Recognition (ASR), Transcription, Voice Biometrics (VB), Speech Analytics (SA) and Information Retrieval (IR). The Spitch R&D team is reinventing the delivery of speech solutions with a proven ability to add new languages quickly and reliably.

Spitch's core for mutual benefits
Spitch's own core engine was designed by our R&D team as a universal solution to power our software product line.

Mission
Delivering precise Natural Language Processing, as a part of Artificial Intelligence, to improve customer experience and reduce costs.

The Swiss tradition
for precision technologies is inspiring us to build world class future-proof speech solutions.

Collaboration
The R&D team at Spitch is working in collaboration with the Institute of Computational Linguistics at the University of Zurich.

Fast growth
Spitch is a rapidly growing speech tech company with a global perspective and a bespoke approach. Spitch enterprise solutions are available for UK and US English, French, German and Swiss German, Italian and Russian. New languages are added quickly thanks to advanced development tools and crowdsourcing techniques.

Headquarters, international offices and partners
Spitch HQ and R&D team are located in the Zurich office. Spitch maintains international offices in London (UK & Ireland), Madrid (Spain) and Milan (Italy), and a growing presence via its partner network, which extends throughout EMEA and globally.

Recognition by market leaders

Spitch was referenced as an innovator in the Accenture report on Artificial Intelligence (AI) and its potential for business — “Technology for People: The Era of the Intelligent Enterprise”.

Forrester
Forrester has recognised Spitch as a Growth Stage company in the report New Tech: AI-Fuelled Speech Analytics Solutions, highlighting the strength of Spitch's position in the market.

Swisscom
Swisscom included Spitch in its Swiss Artificial Intelligence Startup Map.

Spitch is recognized as one of the world’s most innovative providers of technology solutions to address regulatory issues.

Spitch is featured in Voice Biometrics Intelliview 2017 by Opus Research as “one of the 19 leading firms”.

Spitch was referenced as an innovator in the Accenture report on Artificial Intelligence (AI) and its potential for business — “Technology for People: The Era of the Intelligent Enterprise”.

Spitch has been included in the «BORN IN SWITZERLAND» Swiss Original Fintech Overview Map of companies based in Switzerland, which are focused on disruptive technology or service innovations with a clear focus on AI.

4 – https://fintech.global/regtech100/regtech-100-2018/
Special benefits for partners

We are thrilled to work with value-added resellers, integrators, solution developers and other partners by offering them the best-of-breed speech core technology as well as a wide range of products and tools to build solutions around it. The resulting end-to-end solutions will provide clients with tangible benefits both in terms of cost reduction and in customer experience improvement.

Cutting-edge Technologies:
• Fully automated voice bots powered by conversational AI
• Accurate and real-time speech-to-text
• Real-time biometric verification and identification of customers
• Powerful speech analytics (e.g. for compliance, QoS measurement, sentiment analysis, agent productivity and customer profiling and segmenting etc.)

Easy Experimenting
The Spitch SaaS/Cloud Sandbox can be used for PoC/PoV purposes. Spitch also supplies voiceprint and recording storage systems.

Spitch Development Tools
Spitch Development Tools provide partners with a complete set of instruments enabling a fast time-to-market for the specific speech solutions required by their clients. Among others, unique cloud-based tools support quick additional data collection by crowdsourcing, customised models training, adaptation and development of new speech applications and more.

Spitch SDK
Spitch provides a mobile SDK that can be used to quickly and seamlessly develop and deploy new mobile applications utilizing our growing offering of voice-driven services.

Some Solutions:
• Intelligent voice-driven IVR with intent recognition and auto call steering
• Automated form filling
• Full real-time and off-line transcription, including customer calls protocolling
• Voice to other channels (e.g. chatbot, social media, remote banking, etc.)
• Automated compliance monitoring
• Omnichannel self-service for healthcare providers and health insurance companies
• Voice-driven mobile banking, personal finance management, CRM and other apps/voice user interfaces (VUIs)
• Voice biometrics: speaker identification, verification, and fraud prevention/management
• Contact centre quality assurance: auto post-call surveys, NPS measurement, agent coaching and customer behaviour analysis
• Omnichannel conversational AI: virtual assistants, e-commerce neurobots, automated outbound calls services for debt collection and specific campaigns, etc.

Mutually beneficial partnerships
Spitch partners can get direct benefits from the revenue generated while reselling or referring Spitch solutions. Spitch product line has also proven to better position our partners’ solutions.
Spitch is a “one-stop shop”, offering its partners an ecosystem of tools and solutions clustered around Spitch core, which can also leverage Spitch infrastructure. At any time, partners and customers have access to the newest products and technologies from a single vendor. Our focus on R&D and distributed business model allow Spitch to reduce to the minimum the time-to-market for new products, which is critical in the rapidly growing speech technologies market.

Spitch is focused on meeting partners’ and customers’ needs by offering bespoke solutions. We are continuously enhancing our solutions to fit your expectations and meet your clients’ needs.

Spitch provides comprehensive A to Z 24/7 support as well as dedicated training programs and certification to partners. A full range of services is available from remote coaching to on-site visits by specialists.

**Approach to partnerships:**

Spitch provides its partners with pre-packaged solutions for specific use cases of their clients. The Spitch team also supports with customization of these solutions for new market segments, industries, and geographies.

Key steps:
- identifying potential clients
- defining product bundle and value addition of Spitch solutions/components
- developing joint live demo tailored to the specific needs and use cases of potential clients
- marketing support

**Individual Attention & Specific Adjustments**

Spitch is focused on meeting partners’ and customers’ needs by offering bespoke solutions. We are continuously enhancing our solutions to fit your expectations and meet your clients’ needs.

**Flexible Pricing**

Spitch offers extremely competitive and flexible licensing schemes for standard and premium licenses, from permanent licenses to SaaS rates, pay-per-use and revenue sharing models for qualifying projects.

**Breathing New Life in your Legacy Solutions**

Partnership with Spitch will help refresh and transform some of the most traditional contact centres, increasing sales and upholding reputation by means of integrating cutting-edge speech technologies.

**24×7 Partner Capacity Building and 24/7 Support**

Spitch provides comprehensive A to Z 24/7 support as well as dedicated training programs and certification to partners. A full range of services is available from remote coaching to on-site visits by specialists.

**Partnership Ecosystem**

Get Started with Spitch Partner Network.
Start today!
Why Spitch?
Most advanced systems on the market deliver the highest level of accuracy of up to 95-99%. Spitch is not an exception. Our focus, however, is on delivering high quality and precision uniformly in speech analytics, semantic interpretation, and ultimately – deep analysis of meaning of customers’ speech for better business outcomes.

Wealth of Experience
Spitch accumulated significant experience in the most complex implementations in the largest banks and major companies in many industries. These success stories enable us to offer not just technologies and solutions, but the entire spectrum of services through knowledge-work automation and cost-reduction.

Easy Integration
Spitch focuses on back-end server solutions and streamlined, service-oriented architectures. We also offer consulting for front-end integration, as well as development of dedicated UIs for Spitch products.

Spitch – not just technical, but end-to-end business solutions

Spitch products:

- **Spitch CodyFi**
  Automatic Speech Recognition (ASR) and speech-to-text (STT)/transcription platform.

- **Spitch SignyFi**
  Semantic interpretation solution.
  Supports intent recognition, sentiment analysis, and customer behavior analysis.

- **Spitch VeryFi**
  Voice biometrics platform.
  Supports speaker verification, identification, fraud prevention, voice signature and authentication.

- **Spitch SentyFi**
  Cascaded sentiment analysis provides more detailed characteristics of conversations that affect customer satisfaction than the conventional sentiment analysis.

- **Spitch IdentyFi**
  Spitch identification solution makes it possible to identify a caller by comparing the voice with an entire database of voiceprints in real time or off-line.

Enrico Reboscio
CEO of Dotvocal
«We are delighted to partner with Spitch, an innovative company that brings speech technologies to a new dimension. Our long standing and comprehensive expertise in developing high-end customer-tailored solutions, jointly with state-of-the-art speech technologies will allow us to keep on addressing customer needs that are becoming day after day more demanding. Also, thanks to front-runner solutions for sentiment analysis, emotion detection and voice biometrics we can help our clients to better understand and serve their customers. In addition to greatly complementing our solutions, Spitch gives us the accuracy and flexibility that our customers require from us.»

Andrea Bonavita
Head of Innovation
«Customers are our “happy obsession”, and we put our BPO experience at the service of their process improvement. The co-operation with Spitch has been constructive and natural, just like voice interaction is. Our common goal is to jointly identify market sectors and customers, which would greatly benefit from our innovative expertises.»

Easy adjustment & fast time-to-market
Spitch delivers a complete and easy-to-use set of instruments for partners to develop their own speech solutions.

Avoiding bottlenecks

Data Curator

Augments human talent with machine learning techniques to provide high accuracy, cutting-edge models based on the highest quality training data. Data Curator provides all the necessary instruments for annotations to create accurate ground truth for your models.

Comprehensive development

Lingware Suite

Neural Recognizer supports the full cycle of development and implementation of complex semantic and sentiment models. This user-friendly tool-set allows developers to prototype and optimize your Spoken Language Technology (SLT) applications.

Easy deployment

Dialog Composer

Omnichannel platform for creating multimedia self-services allows you to develop applications for interaction via phone, chat, SMS, mobile devices and even social networks. Supports open standards (VXML, SIP, MRCP, REST), real-time testing and debugging.

Training data delivered up to 20 times faster at up to 50% lower cost, by the translation of human knowledge into AI data sets.

Perfect quality

Highly accurate recognition and best-in-class tools to help maximize customer service efficiency.

Easy to learn and use

Visual orchestrator and integration for workflows management deliver time-to-market results.

https://www.spitch.ch/tools/
Casa della Salute is one of the Italian private healthcare providers, operating through a rapidly growing network of clinics. It provides a large set of diagnostic examinations based on the latest technologies.

Partnership example:

SPITCH + DOT VOCAL

Problem:
Casa della Salute receives about 30,000 calls per month from its patients that need to make or change a reservation, or simply require information. The existing Contact Centre cannot cope with the growing number of incoming requests. As result, customer frustration is increasing due to long queues, and about 20% of the calls are lost.

Solution:
Spitch together with its partner Dotvocal have developed a omnichannel solution based on Artificial Intelligence and Natural Language Processing AI/NLP, able to automatically manage the reservation process.

1) An intelligent voice-driven IVR, a text and voice bot or Facebook receive the request and welcome the patient asking for their personal info.

2) Subsequently, the system prompts for the type of exam and the clinic for the provision of the service, along with the preferred date.

3) The Spitch/Dotvocal solution interprets the replies and reserves the exam based on the availability of the corresponding medical equipment and selected date/time.

4) The system returns to the patient with all logistical and health information necessary for the use of the service.

Enrico Reboscio
CEO of Dotvocal

«We see the future for such omnichannel solutions; the end-user accesses the service at any time using the channel of choice and receives a superb customer experience. Spitch’s high-precision engine, well integrated into our chatbot, and its flexible set of tools make implementations really quick and well-tailored to clients’ needs.»

Omar Lafi
CIO of Casa della Salute

«The cooperation with Spitch has helped us enhance our offer by adding voice to our software. This allows us to deliver a better service in fields where voice is the preferred channel of communication. Also, thanks to Spitch, now we can provide sentiment analysis and biometrics, resulting in an improvement of customer experience. We believe the collaboration between Spitch and Sistem Evo will reduce costs and strengthen the services we deliver. We are happy to team up with Spitch to achieve together our purpose»

Stefano Mancuso
General Manager

«The AI/NLP-based solution implemented by Spitch and DotVocal helps our first line contact centre staff by handling routine workload and attending customers with no waiting time. This is a move to the right direction as it helps us grow without the need to add and train additional operators.»
University of Zurich — Dr. Tanja Samardžić, group leader at the Language and Space Lab

«Only a few years ago, just a handful of people believed in the possibility and usefulness of developing AI applications in the Swiss German dialects. Spitch AG in collaboration with the Language and Space Lab at the University of Zurich was able to offer an initial solution in speech processing dealing with multiple dialects in Switzerland. Our work serves now as the basis for the growing research in this direction»

Get access to more case studies and useful tools when you register and log in as partner at www.spitch.ch

Development tools
Learn what you can do together with Spitch and on your own by using Spitch voice applications development tools.

Tutorials
View short videos on how to build and test grammars, dictionaries of words and phrases; make your application intent and sentiment-aware, etc.

Case studies
Access a full list of case studies with concise description of use cases and problems solved, customer testimonials and more.

Tech documentation
Study Spitch Backend Deployment Guide and other technical documentation that helps take you through implementation processes step by step.

Presentations
Review product and marketing presentations that will help you engage with your clients and widen the scope of opportunities.

Agreement templates
Get to know Spitch licensing, SaaS, and other policies, terms and conditions.

If you did not find what you were looking for, or you need the document in another language, please describe what you require and our team will get in touch with you ASAP.

https://www.spitch.ch/account/
We are thrilled to work together with our diverse partner network and have a wide range of benefits to share: from access to information and updates to leads generation and marketing by Spitch including active sharing of leads with partners, according to status.

Benefits for Partners

https://www.spitch.ch/account/

Get Started with Spitch Partner Network. Start today!
<table>
<thead>
<tr>
<th><strong>Value Added Reseller (VAR):</strong> a company that complements Spitch products/solutions bringing a turn-key solution to the end customer</th>
<th><strong>System Integrator (SI):</strong> a company that integrates Spitch's offering into a legacy or a new developed system/infrastructure</th>
<th><strong>Service Provider: a company which provides services to end-users by also adopting Spitch products.</strong></th>
<th><strong>Distributors:</strong> companies that distribute Spitch's products to markets (e.g. pass through engagements)</th>
<th><strong>OEM resellers:</strong> companies that embed Spitch's products in their core product and resell it as one single piece</th>
<th><strong>Pure Resellers:</strong> companies that contact Spitch for some licenses, as per their customer request. Their approach is &quot;reactive&quot; rather than &quot;proactive&quot;</th>
<th><strong>Referral partners:</strong> companies that refer Spitch to their customers and let Spitch deal directly with the customers</th>
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<tbody>
<tr>
<td><strong>Information Access</strong> Access to product documentation, datasheets, white papers, presentations, demos</td>
<td>+</td>
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<td><strong>Updates</strong> Periodical webinars to provide product and feature updates, success stories etc.</td>
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<tr>
<td><strong>Sales Training</strong> Sales training delivered online and/or face-to-face by Spitch sales team</td>
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<tr>
<td><strong>Sales Support</strong> Participation of Spitch Sales team in calls/meetings</td>
<td>+</td>
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<tr>
<td><strong>Presales/Technical Support</strong> Support from the Spitch presales team to address customer technical enquiries</td>
<td>+</td>
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<tr>
<td><strong>Partner Logo</strong> Online logo and profile of Partner</td>
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<tr>
<td><strong>Beta Releases</strong> Availability of beta releases for testing/integration activities</td>
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<tr>
<td><strong>Joint Business Planning</strong> Cooperative product planning and go-to-market strategy sessions</td>
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<td><strong>Joint Roadmap Planning</strong> Joint development of the future product roadmap</td>
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<tr>
<td><strong>Marketing Support/Initiative</strong> Joint marketing efforts, e.g. tradeshows participation, sponsorship of dedicated events, etc.</td>
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<tr>
<td><strong>Brand Recognition and Lead Generation Initiatives</strong> Joint market-facing initiatives including campaigns or joint development of customer success stories</td>
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<td><strong>SPIF Program</strong> Access for partner sales reps to a Spitch SPIF program, when available</td>
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<tr>
<td><strong>Referral/Engagement</strong> Referral/Engagement for opportunities brought in by Spitch Sales Team</td>
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**What's next?**

Please register at Spitch web-site https://www.spitch.ch/account/