

Computing with  
the power of speech

IBM

*IBM VoiceType:  
Partner in Success*



# Talk your way to new opportunities

**T**oday, with IBM VoiceType,<sup>™</sup> thousands of people around the world are *talking* to their computers instead of typing. They're launching applications. Opening files. Dictating reports and memos. Filling in forms. Quickly. Comfortably. Anywhere, anytime.

IBM VoiceType speech recognition technology has proven its worth, helping business and professional people at every level and across a wide range of industries enjoy the freedom of speech and reach new levels of productivity.

It's not surprising that IBM VoiceType Resellers around the world are discovering the tremendous profit opportunities that delivering comprehensive VoiceType customer solutions can provide.

## **Invest in your future**

Now is the time to invest in the power of the spoken word. Join the growing network of IBM VoiceType Resellers who are delivering speech-enabled solutions to their customers.

The possibilities for profit and competitive advantage are limited only by your resourcefulness and your imagination. For example, you can:

- Integrate VoiceType products with your proprietary applications
- Bundle VoiceType with other commercial software
- Develop high-end solutions for vertical markets such as health care, law, banking, finance, insurance and more
- Deliver productivity solutions to corporations by speech-enabling their existing applications
- Provide customization, installation, tuning, training, support and other services to your IBM VoiceType customers.

The IBM VoiceType family of products includes offerings for OS/2<sup>®</sup>, Microsoft<sup>®</sup> Windows<sup>®</sup> 3.x and Windows 95.



## **Join the BESTeam and maximize your potential**

If you're interested in reselling IBM VoiceType solutions, you can order products and receive assistance from your IBM Authorized Software Distributor. You can further maximize your potential by joining IBM's BESTeam marketing program.

As a BESTeam/VoiceType Reseller, you'll have everything you need to help your customers start talking. To support our growing network of value-added resellers, integrators and consultants, IBM conducts ongoing demand-generation activities, including end-user seminars, television advertising and print ads in leading industry publications. Our marketing hotlines receive hundreds of calls per week, which are then prequalified and passed on to our BESTeam/VoiceType Resellers.

BESTeam/VoiceType Dictation Resellers can count on numerous other benefits, including:

- VoiceType product brochures, marketing videos, self-running demonstration CD-ROM/diskettes, sales presentations, qualifying tips and other marketing deliverables
- Pre- and post-sale marketing and technical support
- VoiceType software and hardware discounts

- Use of the BESTeam logo
- BESTeam newsletter
- Electronic support
- Fee-based technical and marketing education options.

Once you're a BESTeam/VoiceType Reseller, you can progress to "Professional" and "Platinum" levels, and enjoy the benefits that increase with each.

IBM also offers the VoiceType Dictation Developers Assistance Program to provide technical support for qualified application developers integrating IBM VoiceType technology into their products.

## **Easy integration**

When people can interact more naturally with computers by speaking instead of typing and "clicking," they discover a whole new world of possibilities. Now, you can offer your customers the power of advanced speech technology and enable existing applications - theirs or an off-the-shelf product - using VoiceType's built-in macro capabilities.



You can also integrate speech technology with your proprietary applications using the VoiceType Dictation Application Programming Interface (API). For example, one of our VoiceType development partners, Pronotes, Inc., offers Voice Tools to simplify application integration using Visual Basic, C or C++.

### **We speak your language**

IBM VoiceType products are available in six languages—French, German, Italian, Spanish, U.S. and U.K. English, with Chinese and Japanese available soon.

### **Voice your interest today**

Learn more about how you can unlock new potentials for profit with IBM VoiceType. In the U.S., call 1-800-TALK-2-ME. In Canada, please call 1-800-IBM CALL. For BESTeam Program information or enrollment, please call 1-800-426-1822, option #6. Explore our home page at <http://www.software.ibm.com/workgroup/voicetyp> on the World Wide Web. Or visit our user forum at GO VOICETYPE on CompuServe.®

### **IBM Authorized VoiceType Distributors**

*BESTeam members, as well as unaffiliated value-added resellers, can order IBM VoiceType products from our IBM Authorized VoiceType Distributors. For more information call 1-800-TALK-2-ME (U.S.) or 1-800-IBM CALL in Canada.*




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## **Highlights**

***There's never been a better time than now to become an IBM VoiceType™ Reseller.***

- ***Gain a competitive edge by incorporating IBM VoiceType speech technology into your product offerings.***
- ***Position yourself to deliver leading-edge speech solutions to vertical markets or general business customers.***
- ***Take advantage of new opportunities with VoiceType customization, training and support.***
- ***Offer your customers the industry's most advanced speech recognition technology.***
- ***Take advantage of marketing and technical support, product discounts and more-through the IBM BESTeam VoiceType Reseller program.***



A large, teal-colored graphic element in the top left corner, consisting of a curved line that forms a partial circle and a solid teal circle.

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