



# COUNTERPATH

## CASE STUDY

### CounterPath SDK Powers Award-Winning Virtual Receptionist Solution



#### AT A GLANCE

##### Situation

- ALICE® Receptionist is an advanced visitor management, greeting, and communication solution that serves as a virtual receptionist for SMBs, Enterprises, and Government
- WinTech developed ALICE leveraging the CounterPath SDK to enable voice and video communications
- Based in Las Vegas, USA – with customers across the globe

##### Challenges

- Integrate high-quality audio and video into a proprietary virtual receptionist solution to connect visitors with employees efficiently and effectively
- Requirement for a robust commercial and production ready SDK, supported by a reputable leader in the VoIP space, with a proven history in highly unique deployments
- Limited internal resources to develop “from scratch” or support high level of ongoing upkeep and development

#### Overview

WinTech, a Las Vegas-based technology solution developer behind the award-winning ALICE® Receptionist, was looking to integrate high-quality voice and video communication within their virtual receptionist solution. This integration would enable staff to interact with visitors accessing the reception console, and facilitate 2-way HD audio or video communications while a visitor is within reception.

ALICE is an acronym for ‘A Live Interactive Customer Experience’, and completely revolutionizes the way a business greets visitors, guides them through check-in, notifies staff, connects guests and employees, and much more. WinTech believes that human communication is an integral part of making guests feel welcome, connected, and creates a memorable experience. At the core of the ALICE Receptionist solution is the CounterPath VoIP SDK, powering superior, high-definition voice and video, which deliver the advanced communications that makes ALICE a virtual receptionist like no other.

#### Challenges

When planning for the voice and video communications of the ALICE Receptionist, WinTech did not want to distract from developing the core features and capabilities of their virtual receptionist solution, and instead chose to leverage a commercial, production ready VoIP SDK. WinTech knew that developing the voice and video for ALICE, from the ground up, and supporting the maintenance of constant changes and updates of the operating system, would place significant strain on the WinTech development team.

*“The decision to build using an SDK made sense to us, it would allow us to focus on the core technologies what make ALICE unique, while leaning on an expert VoIP software company for help,” said Mike Yoder, CEO of WinTech. “An SDK would allowed us to drastically reduce the time it takes to develop and launch voice and video for ALICE, and there was only one VoIP SDK that had a stellar reputation for feature breadth, innovation, quality, and support”.*



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### Solution Components

- CounterPath software development kit (SDK) for Windows
- CounterPath professional engineering and development support services
- WinTech ALICE virtual receptionist and visitor management solution
- WinTech hosted VoIP service and on-premises PBX systems
- WinTech engineering and development team

### The Impact

- High-quality voice and video communications that delivers a memorable experience to guests, and streamlines visitor management for WinTech customers
- Rapid development of application and release to market thanks to CounterPath's dedicated developer support team and resources
- CounterPath's refined SDK took the pain out of developing voice and video for ALICE, through a single code base, wrappers, and expert guidance from CounterPath's software developers included as standard

### The Solution

The CounterPath SDK was a proven solution that WinTech knew would meet the needs of their application now, and into the future as ALICE continues to evolve. The CounterPath SDK provided WinTech with an optimal developer experience, and everything needed to integrate voice and video communications into ALICE, including:

**Development Resources** – The CounterPath SDK includes sample applications, example code, and extensive documentation, which allows developers of all skill levels to validate what they are building and ensure success in application design and development.

**SDK Quality & Interoperability** – CounterPath's SDK is the most reputable VoIP SDK on the market, with over a decade of innovation, product development and interoperability built in, it has been the standout choice for large enterprise, software developers, service providers, and OEMs for over 10 years. Powering CounterPath's award winning Bria and X-Lite software, no other VoIP product is more widely certified, offering interoperability with all major call control platforms and PBXs.

**App Security** – With support for all major media and signalling encryption standards, the CounterPath SDK has built a reputation for use in highly regulated and secure environments such as Defense, Government, Healthcare and Finance. Developers are able to leverage the CounterPath SDK to add Unified Communication to their applications, including development of apps that need to meet the strict compliance standards of HIPAA, PCI, FISMA, and others.

**Keep Your App Private** – Many present-day SDKs are GPL-licensed, meaning you must share your code with their community. GPL-licensed SDKs can be useful, but not always the best option for building valuable IP upon. With the CounterPath SDK solution, your code is your code, and is not shared with CounterPath or others in the SDK community. Your application is not subject to the dynamic nature of open source/community powered SDK platforms, and your intellectual property remains proprietary and protected.

**Unparalleled Support** – CounterPath is the only VoIP SDK provider to offer dedicated developer support as standard for all customers. Many platforms direct customers seeking support to find answers via forums from other users, or wikis; however, CounterPath offers a team of dedicated developers to help troubleshoot code, answer questions, and provide in-depth developer-to-developer support, ensuring your application is a success. Just as CounterPath softphones provide the best user experience, the CounterPath SDK provides the best developer experience.

*"We evaluated several options over the years, and benchmarked CounterPath as part of our ongoing due diligence process, but no matter where we looked we always found the other solutions to be lacking in multiple areas where CounterPath excelled," said Mike Yoder, CEO of WinTech. We really value being able to pick up the phone and talk to an actual software developer at CounterPath, instead of searching through support forums and message boards."*



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#### Top Benefits

- Easy integration of voice and video communication into ALICE Receptionist
- Reduced strain on development team by implementing via hardened SDK versus developing in-house
- Faster time to market and ongoing support for future releases



## Interested?

For more information, contact your CounterPath Sales Representative or email [sales@counterpath.com](mailto:sales@counterpath.com)

#### Results

With the CounterPath SDK solution, WinTech was able to integrate superior quality voice and video communications into their ALICE platform seamlessly, all without straining their development team or compromising on the integrity or functionality of their application.

Time to market was also drastically reduced compared to building an application from the ground up. Additionally, future updates and feature development are more streamlined and supported by CounterPath's extensive team of developers and software engineers. The WinTech development team has benefited from the comprehensive support and resources available from CounterPath to keep ALICE running smoothly and adapting for the future.

*"We know we can continue to count on CounterPath to be a valued partner in supporting ALICE, and helping deliver a robust and innovative solution to our customers", continued Yoder.*

#### About ALICE® Receptionist

ALICE® Receptionist is an advanced visitor management technology that effortlessly processes visitors to buildings while helping keep employees safe from outside threats. Using leading-edge technology, such as motion detection, ID Scanning, image capture, visitor screening, visitor registration, employee alerts, interactive information and voice & video over IP communications, ALICE® Receptionist is helping companies and government agencies around the globe to engage visitors to their buildings.

#### About WinTech, LLC

WinTech, LLC develops technology solutions focused on helping organizations improve productivity, find efficiencies and extend interactions with customers through technology. WinTech's flagship product is ALICE® Receptionist, a visitor management solution that helps organizations effortlessly process visitors to their buildings, while helping keep employees safe from outside threats. WinTech offers its technology through direct sales and through a growing number of U.S. and international resellers.

#### About CounterPath

CounterPath is revolutionizing how people communicate in a BYOD and mobile workforce. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and video calling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers. CounterPath's award winning solutions provide unparalleled enterprise UC and collaboration experiences for today's anytime, anywhere workers, while solving corporate network security challenges for IT administrators.