

**3MT**

MOBILE, MESSAGING &amp; MIDDLEWARE TECHNOLOGIES

*Company Name: Kodacall**Project Title: Affinity**Funding: Innovation Voucher and Contract R&D*

Kodacall is the developer & operator of a carrier grade Platform-as-a-Service for real-time telephony and multi-media services. This real-time PaaS enables web developers to rapidly enable and integrate voice/video communications in to their web service. The arrival of Web Real Time Communications (WebRTC) accelerates the trend of using such platforms, making it one of the most important technological shifts in the telecoms space for several years, with Kodacall at the forefront of this innovation wave.

**PROBLEM TO BE SOLVED**

By focusing on web browsers and embeddable Javascript APIs for web and mobile apps, WebRTC should make the creation of softphones or other endpoints for use-cases (such as mobile-to-fixed convergence "extension" apps or PC softphones) more simple and cheap to deploy, removing the need for expensive server infrastructure, or per-user client software licenses.

As part of its technological portfolio expansion Kodacall wished to incorporate new web based intelligence for both the desktop and mobile environments, which could deliver a brand new unified communications as a service experience for its clients. To this end Kodacall required a prototype to be developed in order to confirm customer interest.

**HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY**

The researchers involved initially gathered specific customer requirements in order to produce technical designs and prototypes on how best to implement a proof of concept of the Affinity concept for Kodacall. This led to the following being achieved:

1. Voice player prototype: The ability to play back recorded messages to advertisers indicating that the "Call originated from <website>" was investigated and prototyped.



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2. Support for Internet Explorer browsers: With WebRTC not being part of IE9 or above, a solution excluding the use of Adobe Flash, was investigated. It was found that in monitoring the Microsoft IE browser development team, it was found that Object RTC is under construction by Microsoft. Given this data it was recommended that Kodacall design for a future instance where the PaaS is able to support Object RTC and a requirements spec was produced.

3. For voice enabling Android apps, the requirements for the development of a mobile Kodacall Application Service Library for the Android operating system was developed. This Android service library would make it easy for a 3rd party developer of a mobile application to call the Kodacall API's that:

- a. Request a call token to render a call button on an Ad web page owned by a User,
- b. Initiate a Web Call



#### **IMPACT FOR THE COMPANY**

With the voice player prototyped, Kodacall was able to easily take this and go towards a production solution which gave them an added new feature for classified ad clients. With the investigation into how to support Microsoft Internet Explorer, a path to future proofing the existing platform was in place. Finally with a full requirements document for an Application Service Library for Android, Kodacall was able to scope the work clearly and identify future funding requirements to complete its implementation.

#### **WHAT OUR CUSTOMERS SAY**

“ When defining the scope of the Affinity project it was important for Kodacall that the project addressed technology features that satisfied short, medium and long term issues for our customers and for us. With the deep knowledge base and open collaborative model of the TSSG, this proved to be an easy objective to achieve and we are delighted with the outcomes and solutions from the engagement with the TSSG

*Emmanuel Doubinsky (CEO)*

