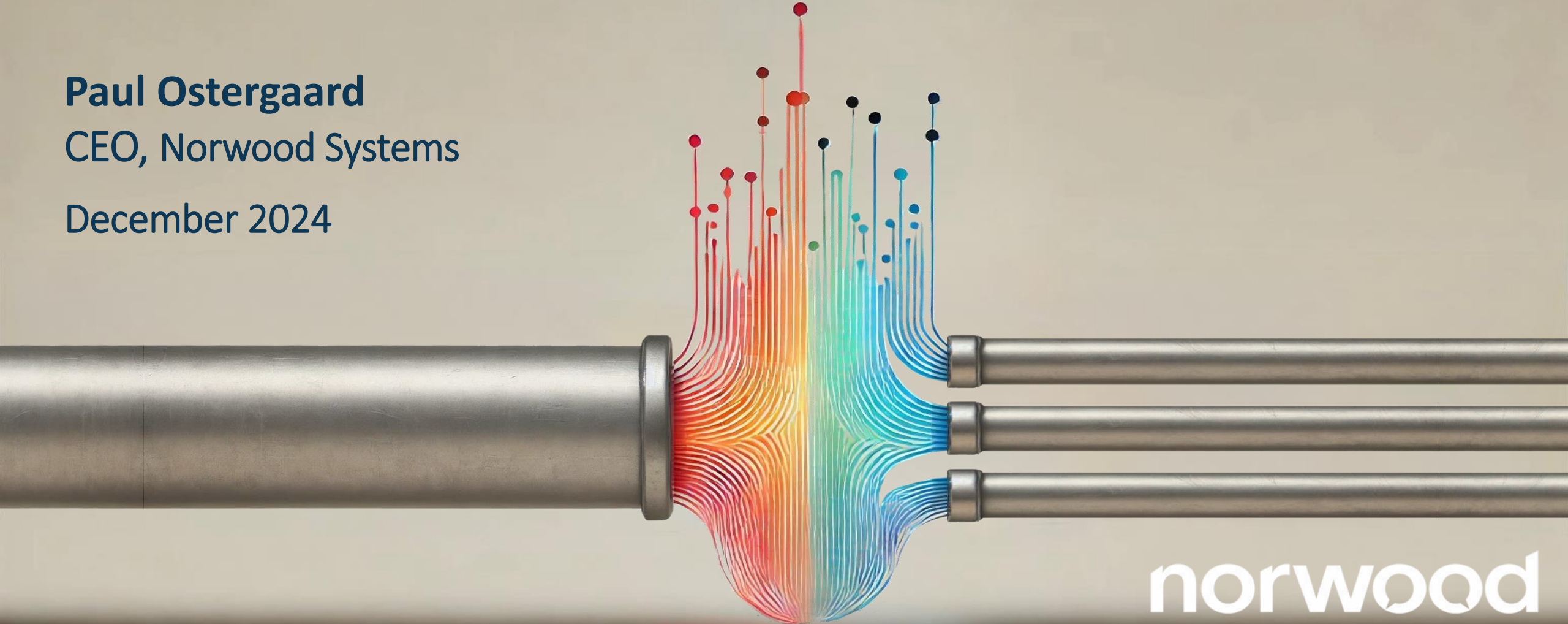


# Introducing CogVoice OpenSpan™

The Next Generation AI Voice Platform for Communication Service Providers

**Paul Ostergaard**  
CEO, Norwood Systems

December 2024



**norwood**

# Setting the Stage: The AI-Powered Transformation from Telco to Techco

- **Disruptive Market Shift:** Customer expectations are changing as generative AI and advanced voice technologies redefine the 'art-of the-possible' and the competitive voice landscape.<sup>1</sup>
- **Evolving Identity:** Telcos can no longer rely solely on legacy approaches; they must embrace a 'Techco' mindset, blending core network connectivity with innovative, potentially AI-driven services.<sup>2</sup>
- **Customer-Inspired Creation:** OpenSpan, as a new product, emerged from Norwood working closely with its telco clients, revealing a universal need for seamless AI integration – without a total network overhaul.
- **Cloud-Native Bridge:** Running on Microsoft Azure, OpenSpan translates standard telco signalling into web-service functions that enable real-time AI-enabled subscriber voice interactions.
- **Rich AI Capabilities:** Inline fraud detection, live translation, sentiment analysis, and call summaries are examples of an OpenSpan-mediated user experience – personalised, efficient, and engaging.
- **Strategic Evolution:** With OpenSpan, telcos can gain new revenue streams, speed up time-to-market, and build a future-proof foundation, accelerating their journey from Telco to Techco.

**Footnotes 1 and 2:** See Bibliography and References on Slide 13.

# Market Context – The Telco AI Imperatives

- **Telcos Are Facing a Disruptive Shift**

Generative AI & advanced voice technologies are transforming customer expectations.<sup>3</sup>

- **Evolving Customer Demands**

Businesses and consumers now demand innovative, enhanced, and personalised telco services. For instance, they expect telcos to address emerging challenges such as the growing threat of call fraud, taking proactive measures to safeguard their customers.<sup>4</sup>

- **Competitive Pressure**

Over-the-top (OTT) and AI players have been out-innovating traditional telcos in new voice services.

- **The Telco Challenge**

Legacy infrastructures are lacking the native support for emerging AI-powered applications. New types of 'pipes' are needed to speed up telco-led AI service deployment

**Footnotes 3 and 4:** See Bibliography and References on Slide 13.

# The Problem – Bridging the Gap

- **Traditional Telco Core Networks**

Optimised for reliability and scale, but they are not agile enough for rapid AI integration.



- **AI Voice Services**

Growing rapidly, but they often lack native integration into telco core networks.

**Result:** Telcos are missing opportunities to monetise existing assets, enhance service offerings, and meet evolving customer needs.

# Solution – The OpenSpan Advantage

## What is OpenSpan?

- A **cloud-native service platform** bridging telco networks with **AI-powered, real-time media services**.
- Powered by **Microsoft Azure**, delivering scalable and secure telecom applications.

## Key Features

- **Seamless Telco Signalling to AI Service Integration:** Bridging SIP to WebSocket-based AI services such as transcription, fraud detection, and in-call translations.
- **Real-Time Voice Media Processing:** In-call keyword detection, sentiment analysis, and call summaries.
- **Scalable Modular Architecture:** Fully containerised deployments leveraging Microsoft Azure for cost-effective scaling.
- **Open API Design:** Facilitates easy integration with Telco platforms and infrastructure.

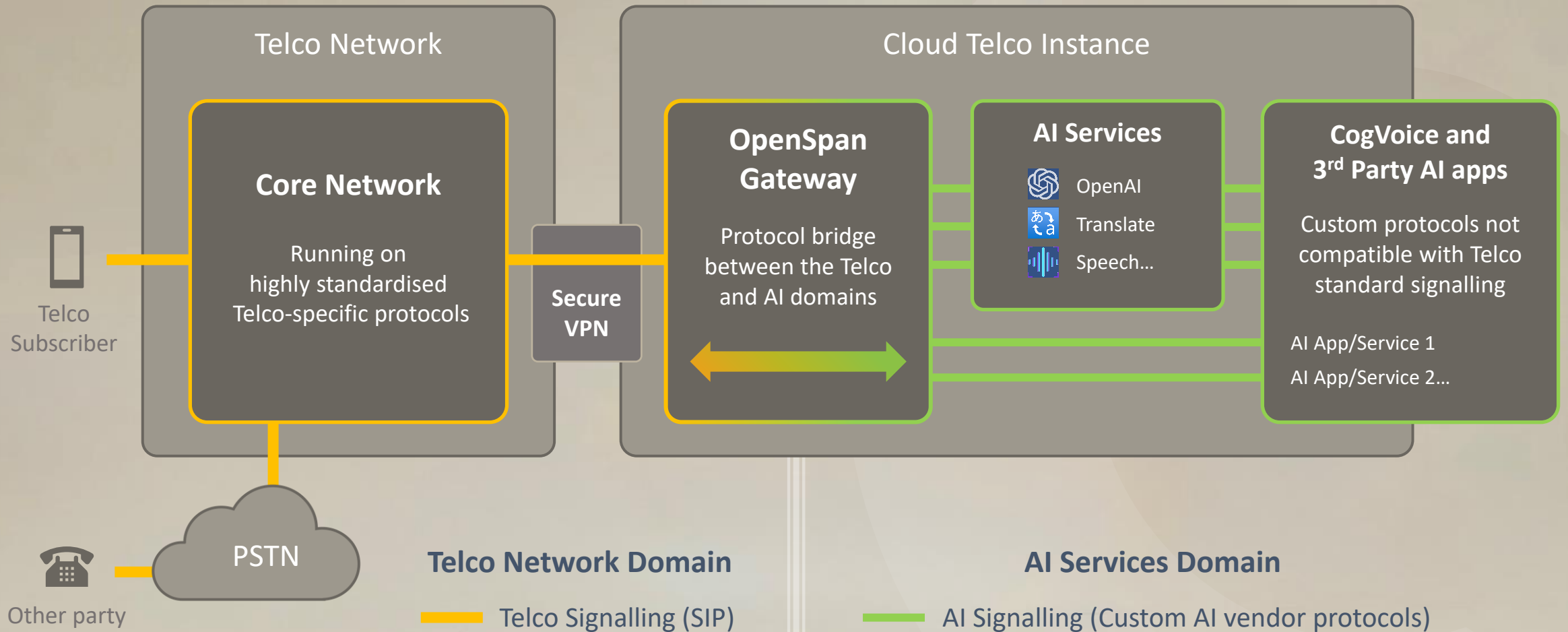
## Strategic Benefits

- **Re-Monetises Subscriber Services:** Drives new telco revenue streams through premium AI-driven services.
- **Reduces Time to Market:** Rapid deployment using pre-built AI modules and customisable service flows.
- **Extends Network Capabilities:** Adds value beyond voice with in-call and post-call enhancements.

## Selected Use Cases

- “Hey Telco” In-call Services
- Fraud Detection
- Biometric voiceprints
- Agentic call routing

# OpenSpan in the Telco Network



# Key Capabilities and Features

- **AI-Powered Intelligence**

Inline fraud detection, live translation, automated call summarisation, and more.

- **Seamless Integration**

Operates as a telco core network Application Server, enabling transparent connecting of call media into AI applications.

- **Scalable & Secure**

Carrier-grade call session management, leveraging Azure's global infrastructure.

- **Open & Modular**

Compatible with standard telco protocols (e.g. 4G/5G SIP-IMS) and supporting 3rd-party AI and voice intelligence applications.

# Value Proposition for Telcos

- **New Revenue Streams**

Monetise both legacy voice and new AI-driven services.

- **Future-Proof Architecture**

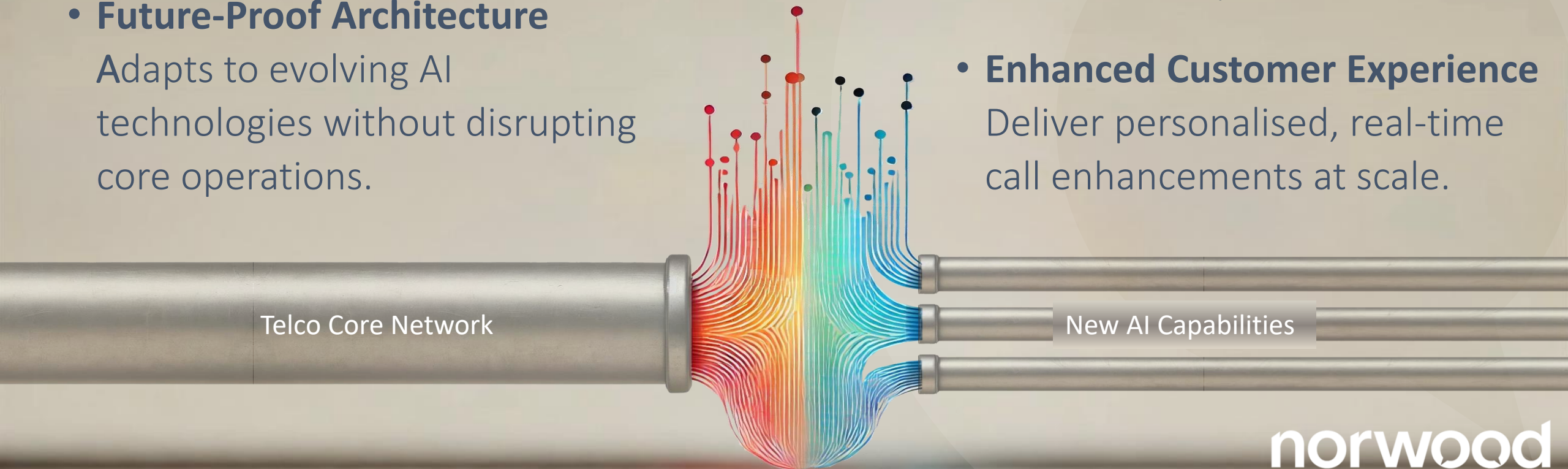
Adapts to evolving AI technologies without disrupting core operations.

- **Faster Time-to-Market**

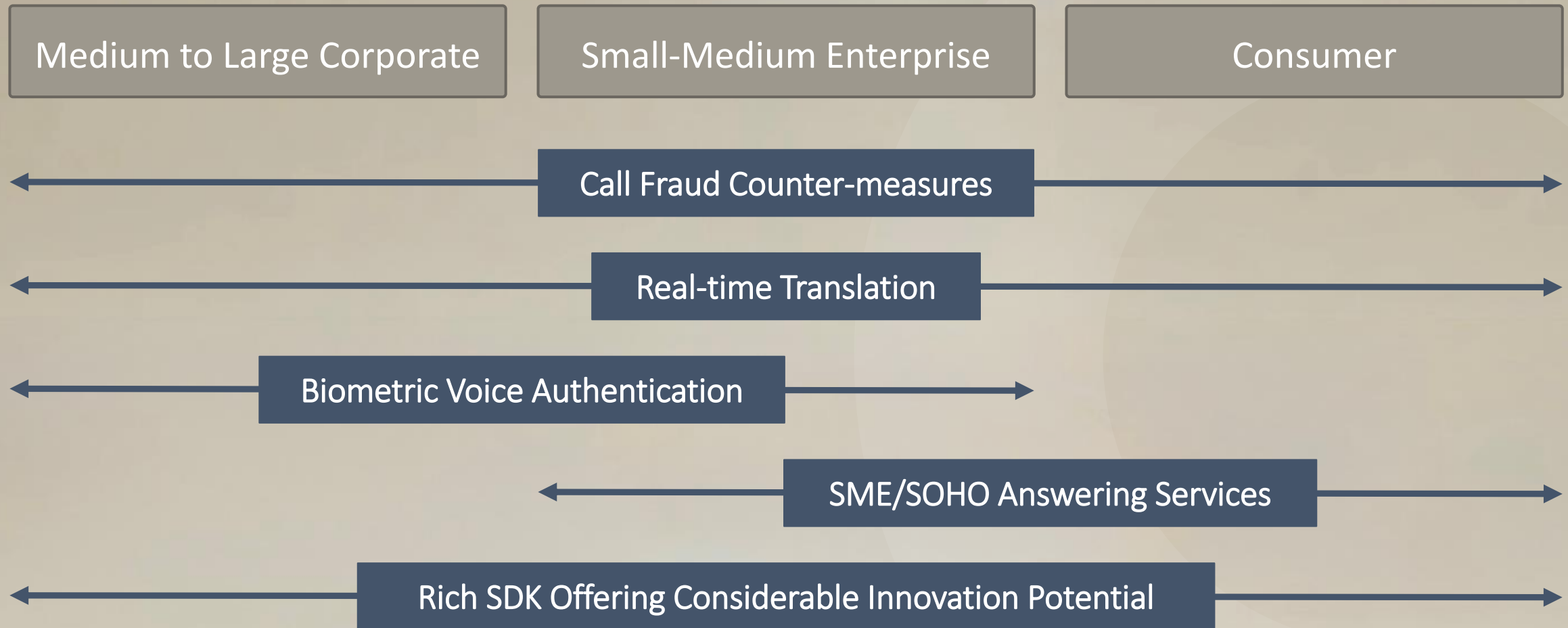
Integration with Norwood's CogVoice offerings or other AI services via Open APIs.

- **Enhanced Customer Experience**

Deliver personalised, real-time call enhancements at scale.



# OpenSpan Covers Multiple Telco Subscriber Segments



# Microsoft Azure Collaboration

- **Strategic GTM Collaboration**

Joint sales team motions are working on key selected Telco accounts.

- **Integration with Azure OpenAI and Azure Cognitive Services**

Ensures seamless, secure, and globally scalable AI solutions.

**Industry Validation:** “OpenSpan exemplifies how telcos can leverage Microsoft Azure’s capabilities to redefine voice offerings.”

– **Rick Lievano**, CTO Worldwide Telecommunications, Microsoft

# Deployment & Availability

- **Azure Marketplace**

OpenSpan available via Azure Marketplace private offers for rapid procurement and deployment.

- **Flexible Models**

Telcos can select deployment options aligned with their existing infrastructure and growth plans.

**Engagement & Support:** Norwood and Microsoft teams are collaborating closely on go-to-market engagement with telcos, providing them with tailored guidance for rapid POC adoption and ROI.

# Launch & Next Steps

- **Engagement with Telcos**

Ongoing presentations, demos, and workshops worldwide.



- **MWC Barcelona 2025**

Live demonstrations at the MWC Microsoft booth in early March 2025.

**Path Forward:** Telcos can take immediate steps **now** to modernise their voice networks, unlock the potential of voice AI, and differentiate their offerings.

# Bibliography and References

1. **“Winning in telecom CX”**, <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/winning-in-telecom-cx>
2. **“The AI-native telco: Radical transformation to thrive in turbulent times”**, <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-ai-native-telco-radical-transformation-to-thrive-in-turbulent-times>
3. **“From telco to techco: Towards tomorrow’s telecom”**, <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2024/03/from-telco-to-techco-report.pdf>
4. **“From #Telco to #Tech Leader: How BT Is Revolutionising the Industry with Digital Innovation”**, <https://www.linkedin.com/pulse/from-telco-tech-leader-how-bt-revolutionizing-industry->
5. **“Beyond the call: Why telecom companies must prioritize customer experience”**, <https://www.fastcompany.com/90923355/beyond-the-call-why-telecom-companies-must-prioritize-customer-experience>
6. **“Ericsson ConsumerLab Study Reveals Growing Demand for Differentiated 5G Services”**, <https://telecomlead.com/5g/ericsson-consumerlab-study-reveals-growing-demand-for-differentiated-5g-services-112730>
7. **“Up to One in Four Consumers Experience Fraud Attempts Via Mobile Devices Multiple Times Per Week or Daily”**, <https://www.globenewswire.com/news-release/2023/12/14/2796195/0/en/index.html>



Intelligent Agentic Services

✉ [info@norwoodsystems.com](mailto:info@norwoodsystems.com)

🌐 <https://www.norwoodsystems.com>

☎ +61 8 9200 3500

### About Norwood Systems

Norwood Systems (ASX: NOR) is a global innovator in AI-powered telecom voice solutions. By leveraging advanced conversational AI, Norwood revolutionises telco voice networks, enhancing customer experiences and delivering operational excellence.

**Norwood Systems | HQ**

Perth, WA, Australia

**Norwood Systems | APAC**

Sydney, NSW, Australia

**Norwood Systems | Europe**

London, United Kingdom

**Norwood Systems | North America**

Toronto, Ontario, Canada