

FOR IMMEDIATE RELEASE

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Cogi Introduces Voice Content API to Accelerate Workflow

API allows enterprise integration of conversational details into existing applications

Santa Barbara, CA: Cogi announced today the public beta of its new Application Programming Interface (API), enabling businesses to accelerate workflow and multiply productivity by integrating Cogi's powerful conversation capture and note taking capabilities into existing enterprise applications.

Cogi is a monthly subscription service that enables users to capture, review and share their important business calls and meetings. Subscribers can access Cogi from any phone, from the Cogi website, or by using the Cogi software. Cogi lets users request a transcript of all or just a portion of their conversations. Once captured, the content of these conversations is available in the user's online portfolio where they can be reviewed, searched and shared with colleagues.

Despite the vast array of software available to capture, store, search, retrieve, and share documents and correspondence like email, there are no tools to capture the "spoken value" from business conversations. "Conversations make up a huge part of our daily business life, and there just hasn't been an enterprise workflow solution that turns the content of our phone calls and meetings into something which is searchable, storable and actionable – until now. And that's why we're excited," says CEO, Mark Cromack.

Making the most of business conversations...

Verbal conversations will always remain a vital part of how business gets done. However, consider the Achilles heel of CRM systems: salespeople have to invest time logging calls and contacts in order for the enterprise to realize value. When integrated with a CRM system, Cogi can automate the logging of calls with transcribed notes indexed into the original recording, thus ensuring accurate capture of the "voice of the customer," not to mention requirements, objections, concerns, negotiations, etc. In addition to improving the customer experience, the sales cycle is accelerated as details and the context behind them are automatically captured and can be handed off to team members, reviewed to improve performance, or added to a training archive.

Project or product managers and other team leaders realize huge gains using Cogi to capture a common set of verbatim meeting notes, ensuring their teams are always "on the same page". With the Cogi API, an IT team can easily automate the integration of this output into the company's project management system alongside other documents, correspondence and discussions.

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API integration to accelerate workflow

The Cogi API enables businesses to quickly and easily integrate Cogi's unique set of conversation capture and transcription tools into their existing enterprise software. The result is increased automation and enhanced productivity in key business processes and workflows such as CRM and sales force automation, project management, creative and technical development, and more.

API Beta participation availability

Cogi is accepting a limited number of licensees to use the API during the beta program, leading to a public launch in the coming quarter.

Contact api@cogi.com for more information.

About Cogi

Cogi was created to solve a problem everyone shares – how to remember and act upon the important points that flow from every conversation. Cogi gives users a way to effortlessly recall and track important conversations through the use of an intuitive, web or phone based experience that seamlessly transcribes the important parts of conversations – the 'COGent Ideas' or Cogi.

Headquartered in Santa Barbara, CA, Cogi was started in March 2007 by a group of technology veterans. For more information on Cogi and to set up a Cogi account, visit www.cogi.com.

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