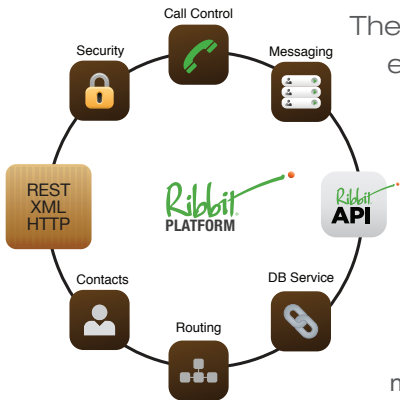# Ribbit® Platform

# Putting Programmable Communications In the Cloud

The Ribbit Platform is an open, scalable, cloud-based environment for communications innovation. Developers, SIs, and businesses across all industries can use the Ribbit Platform tools and services to quickly add voice, messaging, and rich communications features to any Web page, application, or online community.

With no knowledge of telephony and no costly equipment to buy, developers can access Ribbit's global phone network using Flash, Java, JavaScript, PHP, .NET, Silverlight, and other familiar programming tools (or directly via our RESTful API).

## Platform Features

- Calling (Local and International)
- Short Message Service (SMS)
- Voice Mailbox
- Purpose Number (Phone Number)
- Voice-To-Text Transcriptions
- IVR (Interactive Voice Response)
- Conferencing
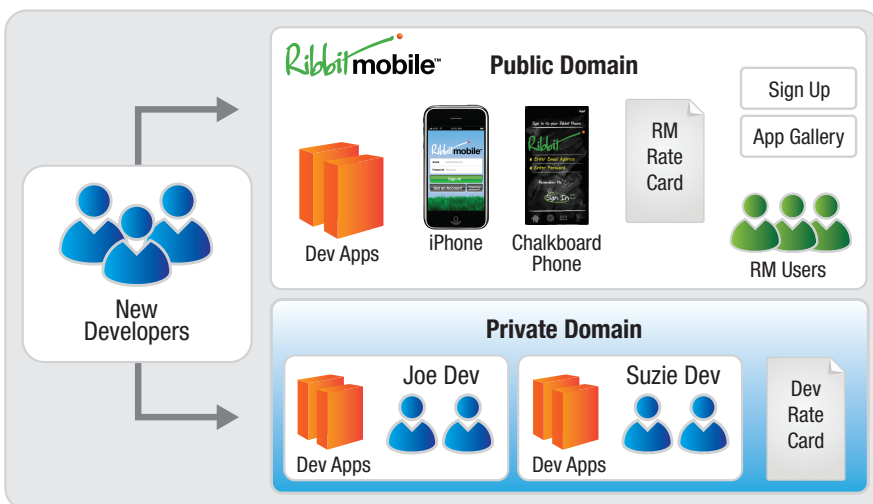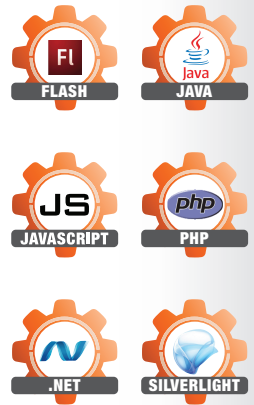
## Platform SDKs

## Flexible Development

The Ribbit Platform gives developers the flexibility to develop applications for both their own user communities, and for Ribbit's user community through our Develop for Ribbit Mobile program. Ribbit Mobile is a consumer application built on the Ribbit Platform that makes it possible to manage calls, messages, and phones all in one place.

Whether you're building apps for your users or Ribbit Mobile users, the APIs and platform services you use are the same. Developers wishing to "own" the relationship with their users will maintain a single billing relationship with Ribbit while being able to repackage and resell Ribbit's services to their user community. Developers who wish to reach an established user community and prefer to have users maintain a direct billing relationship with Ribbit can develop apps for Ribbit Mobile.

# Architecture

Ribbit's platform is founded on two core technologies: The Ribbit SmartSwitch™ and the RESTful API. The Ribbit SmartSwitch is a multi protocol, Lucent-certified, Class 5 soft-switch that allows calls to initiate on multiple devices and transverse multiple communications protocols, networks, and device types. Incoming calls may be answered through a Web browser, application, widget, or VoIP client such as Skype. Outgoing calls may be answered on a soft-phone, landline phone, mobile phone, or through a desktop widget. The Ribbit SmartSwitch makes call routing transparent to users, and allows users to decide which devices should "ring" when.

The Ribbit RESTful API provides the foundation for all development on the Ribbit platform. This API exposes all of the services and capabilities of the Ribbit SmartSwitch, as well as third-party services. And because the API is RESTful, developers can build any number of web-based standalone communications applications or application "mash-ups," creating communications-enabled applications that streamline work and improve productivity. To accelerate development and make the overall development experience more intuitive, Ribbit has developed SDKs that allow developers to leverage all of the capabilities available through the REST API in the programming languages of their choice.
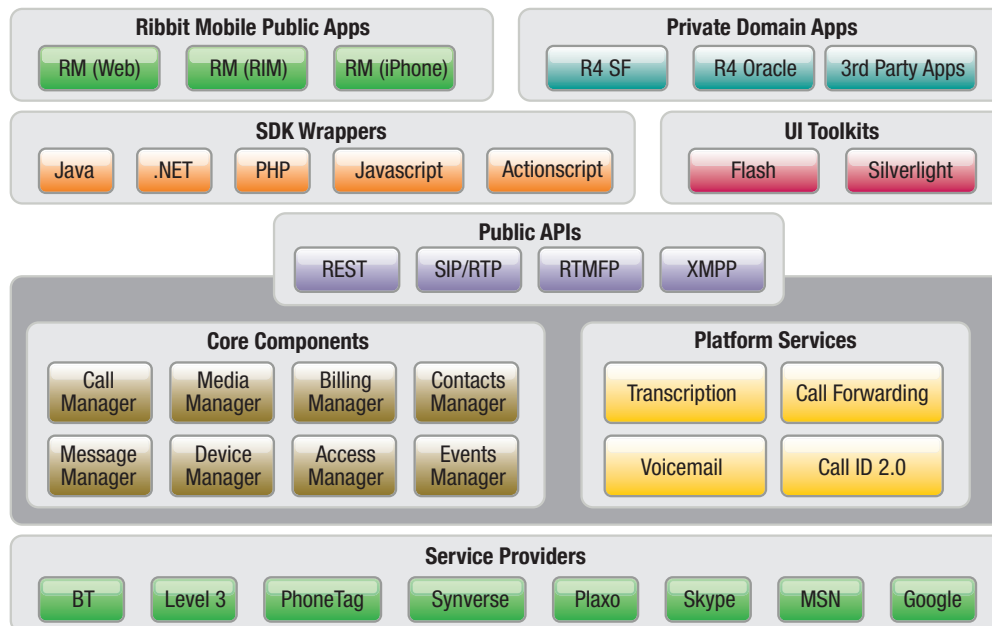
## Access to Robust, Communications-Enabled APIs

- RESTful support for Flash, Java, PHP, .NET, Silverlight and other programming environments
- Support for voice, voice-to-text transcriptions, conferencing, and SMS text
- Location, presence, and demographic profiles

## Access to Prepackaged Apps

- Ribbit Mobile
- Ribbit for CRM (Salesforce, Oracle, NetSuite)
- Custom Flash phone widgets

## Access to Global, Dynamic Developer Community

- 17,000+ developers worldwide and counting
- Free documentation, tutorials, sample code, and Web forums

For more information, visit our web site at: http://developer.ribbit.com