Rocketvox Uses Ribbit to Create Universal Inbox for Consolidating Voicemail, Email, Instant Messages, and Social Networking Posts

Rocketvox wants to help you create your own private digital universe—and avoid the vortex known as communications overload.

If you're like most people, you probably have more than one email account; a few separate voicemail accounts for your mobile phone, work phone, and home phones; two—maybe three—chat accounts; and a social networking identity on (check all that apply) Facebook, LinkedIn, MySpace, and Twitter. Throw in your phone's text message inbox, Internet fax account, RSS feeds, and any phone or video conferencing services to which you subscribe, and you're no longer managing your communications— your communications are managing you.

That's exactly the modern day dilemma Rocketvox is trying to solve with its online service, soon to enter private beta and due for public release in September 2009. Rocketvox, according to Rocket Technology Labs CEO Rick Peters, will allow users to consolidate all
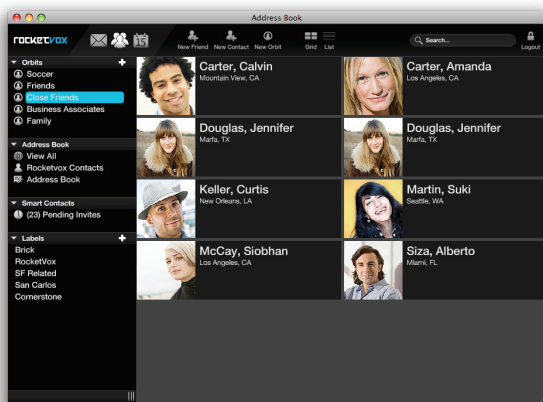

"Rocketvox is very much a consumer model that relies on enterprise-class administrative functionality, and that functionality is not really present in what our competitors are offering today."

— Ray Lee, Director of Strategy and Business Development, Ribbit

of these various forms of communications in a single place, creating a universal inbox that can be accessed from anywhere via the Web. Through integration with the Ribbit platform, Rocketvox plans to offer its customers all the functionality of Ribbit Mobile, including voice-to-text transcriptions and voice-over-IP calling.

"What we're trying to do is give people ways to simplify and control the flow of communications they're dealing with everyday." Peters, who helped found Rocketvox, believes creating a universal inbox that collects all your voicemail, email, text, fax, and instant messages in a single place will help people more efficiently manage their digital lives. "People devote a significant amount of time just switching between applications to manage their various communication streams," says Peters, who notes that the act of checking these various communication streams often becomes a time-wasting preoccupation.

"Rocketvox is developing a high value application that improves communications workflow," explains Ribbit's director of strategy and business development, Ray Lee. "The fact that they are using the Ribbit platform to enable their core functionality really speaks to the richness of features and overall robustness of the platform itself."

Integration with Ribbit means Rocketvox customers won't have to dial in to myriad voice-mail mailboxes (home, work, and mobile) to

Powered by Ribbit's integrated voice and rich communication services, Rocketvox will make it easy for customers to consolidate their voice, text, and email messages from myriad accounts.

listen to their voicemail messages. Instead, they can choose to view transcriptions of all their messages in one place—either as text messages on their mobile phones, or as email. And because messages are saved as text, they're easier to save, share, search, and manage. Customers can also use Ribbit services through the Rocketvox interface to make calls and send their own text messages—without ever picking up their phones.

"The quality of Ribbit services really makes it possible for people to walk away from having a landline," says Peters.

But quality isn't all that differentiates Ribbit from emerging competitors offering voice as a programmable feature. "Rocketvox is offering not only a range of rich communication services but multiple ways to access those services," explains Ribbit's Lee.

Beyond enabling client-side functionality such as voice calling, they're creating and administering multiple users. "Rocketvox is very much a consumer model that relies on enterprise-class administrative functionality, and that functionality is not really present in what our competitors are offering today," says Lee.

To learn more about the Ribbit platform and what it can do for your applications, visit us at online at developer.ribbit.com, or contact us at partnerops@ribbit.com.

Ribbit
Silicon Valley's First Phone Company