

Ottawa's incubator capacity is key to Pronexus' success

Ottawa company takes advantage of government and industry support for innovation and entrepreneurship to produce world-leading Interactive Voice Response (IVR) development toolkits for telecom and speech technology companies

Fast facts

Corporate profile

Established in 1993, Pronexus is a leading developer of award winning Interactive voice response (IVR) development toolkits for telecom and Speech Technology companies. Their VBVoice® IVR RAD Toolkit integration with Microsoft Visual Studio™ provides a very compelling value proposition — allowing developers to take advantage of existing platforms, leverage in-house programming skills, and use familiar debugging tools – all integrated in the Visual Studio environment.

Why Ottawa

Ottawa is the world's leading incubator of innovation and entrepreneurship and is the only city that has such an inimitable pool of talent and an offering of a way of life only dreamt about by most other major cities.

Business advantage

The ability to use industry-standard languages such as VB.NET and C# to enhance the functionality of VBVoice's drag-and-drop capabilities greatly reduces the development time for experienced developers and shortens the learning curve for developers new to the telephony landscape — allowing them to rapidly create voice-enabled communication solutions on time and within budget.

Established in 1993, Pronexus is a leading developer of award winning Interactive voice response (IVR) development toolkits for telecom and Speech Technology companies. Their VBVoice® IVR RAD Toolkit integration with Microsoft Visual Studio™ provides a very compelling value proposition — allowing developers to take advantage of existing platforms, leverage in-house programming skills, and use familiar debugging tools – all integrated in the Visual



Studio environment. The ability to use industry-standard languages such as VB.NET and C# to enhance the functionality of VBVoice's drag-and-drop capabilities greatly reduces the development time for experienced developers and shortens the learning curve for developers new to the telephony landscape; — allowing them to rapidly create voice-enabled communication solutions on time and within budget.

Why Ottawa

"In my opinion, Ottawa is the world's leading incubator of innovation and entrepreneurship," says Gary Hannah, President and CEO of Pronexus. "I have worked and traveled to many parts of this planet and Ottawa is the only city that has such an inimitable pool of talent and an offering of a way of life only dreamt about by most other major cities. Much the same as any other city or industry" he continues, "our local talent does migrate from company to company, but what is unique about Ottawa is that almost all of these talented people choose to stay in Ottawa — and many venture on to start their own technology companies and realize their entrepreneurial dreams. This is why I believe so many technology professionals call Ottawa home," Mr. Hannah concludes.

[more...](#)

“I feel it’s key to the success of not only my company but the local tech industry that we each do our part and be active contributor to the economic development and prosperity of the Ottawa Tech Sector.”

Ottawa, Canada is a picturesque G8 metropolitan city with a geography that covers over 4,600 square kilometers that includes beautiful waterways, canals, historic architecture, a profusion of green space, lakes and rural countryside. While it is large enough to support the finest amenities, such as world-class arts, culture, museums and entertainment venues (including major league sports teams and trendy shopping districts) Ottawa retains the warmth and charm of a quaint European city. Simply put, Ottawa is urban sophistication with pure country charm and is located only a short flight from major centers such as Boston, New York, Chicago, Washington DC and Raleigh-Durham.

Government and Industry Support of Innovation and Entrepreneurship

Ottawa boasts the best and most desirable government, employers and employees and is one of the world's top five locations for R&D. Ottawa has more engineers, scientists and PhDs per capita than any other city in the

Go to www.82000reasons.com for more Ottawa tech success stories and videos

country — providing technology companies access to world-class human capital.

Pronexus enjoys the company of other leading technology innovators such as Nortel, Alcatel-Lucent, Dell, IBM-Cognos, Cisco, RIM and WorldHeart.

Canada’s federal government is dedicated to fostering an investment climate that encourages the private sector to compete against the worlds’ best on the basis of innovation in science and technology. The Government of Canada funded \$2.7 billion in R&D and scientific related activities in 2005 — including the SR&ED Canada Tax Credit Program (Scientific Research & Experimental Development), which provides significant tax benefits to businesses carrying out research in Canada.

Additionally, the Canadian Government has many agencies targeted towards innovation and entrepreneurs. The National Research Council offers companies the chance to co-locate within world-class NRC research labs. Currently there are over 109 firms incubating within the NRC. The Communication Research Center Innovation Center is a great place for fledgling companies and entrepreneurs to test their wings. The CRC Innovations center has more than 150 research scientists, engineers and technologists — all leading experts in their fields — which include: terrestrial wireless; broadcast technologies; broadband network systems; and microelectronic and optical technologies. Defense Research and Development Canada helps companies connect to emerging, leading edge technologies and provides support to take innovations from concept to working systems. Programs include collaboration with leading universities, industry leaders, other government departments, and international allies in the following areas; Anti-terrorism and Counter Smuggling Technologies, Electronic Warfare Secure Mobile networking, Information Protection and Assurance to name a few.

Future Growth Plans

While Pronexus is already acknowledged as an innovator in voice/speech technology and has market penetration efforts currently underway in South Africa, the Middle East and Asia, Pronexus will continue to invest in its Ottawa based R&D, and sales teams for 2008-2012.

“I feel it’s key to the success of not only my company but the local tech industry that we each do our part and be active contributor to the economic development and prosperity of the Ottawa Tech Sector,” says Mr. Hannah.

Contact information

Pronexus Inc.
613-271-8989 x541
www.pronexus.com