

# Cloud Based Telephony Applications

In an instant with Twilio and Heroku

Philly Lambda: April 18th 2011

The Services  
I'm About  
To Discuss  
Didn't Exist  
*5 Years Ago*

# Twilio

- Cloud Based Telephony
- Internet Based API
- I couldn't find a reference for when Twilio was founded.  
(domain registered since 2007)

“In telecommunication, telephony encompasses the general use of equipment to provide voice communication over distances, specifically by connecting telephones to each other”

- Wikipedia

# Twilio

- Receive Calls
- Initiate Calls
- Conference and Forward
- SMS Send / Receive

# Heroku

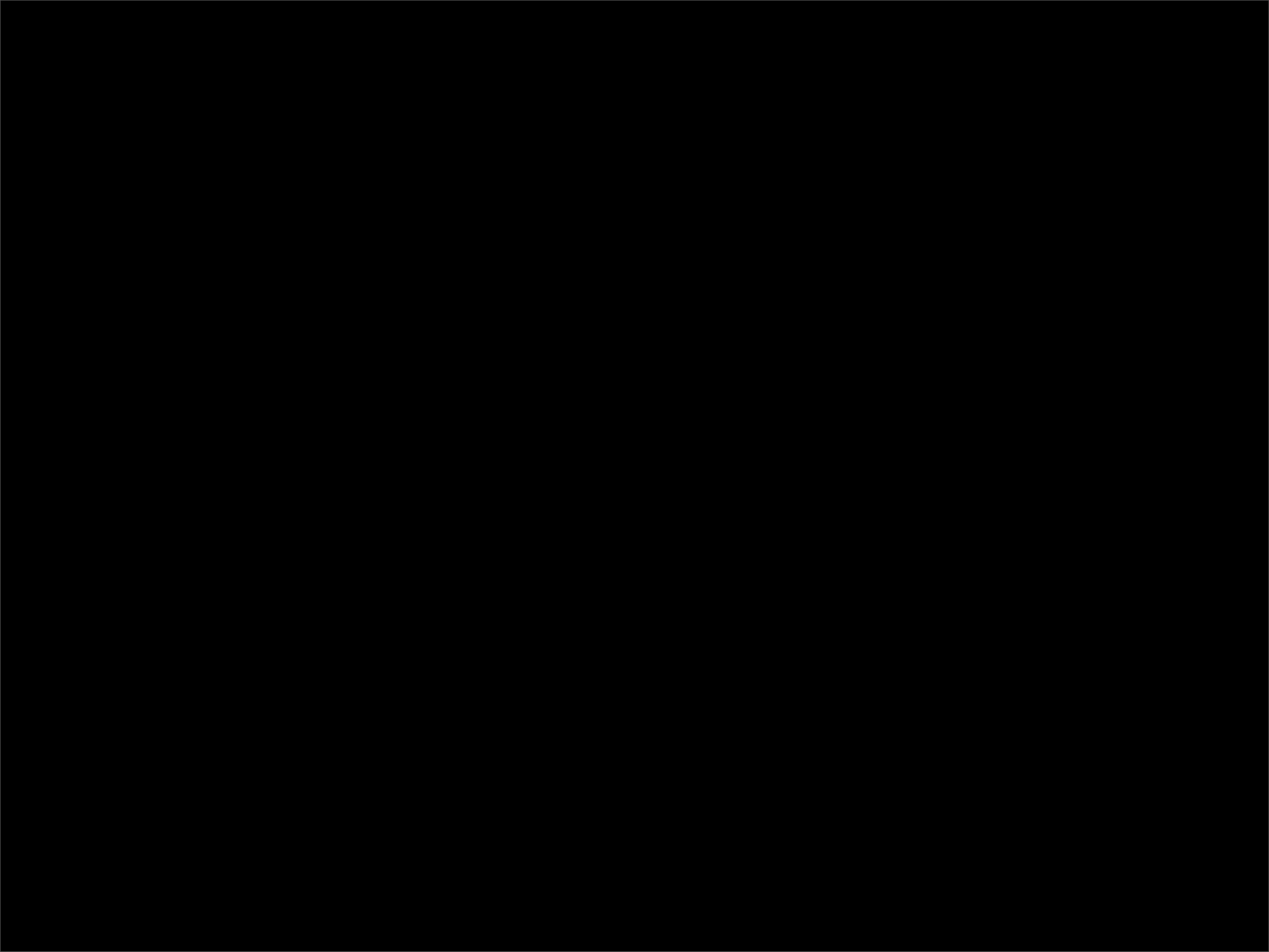
- Founded in 2007
- PaaS
- Ruby on Rails
- Tons of Add Ons

# What Do They Have In Common?

You can try  
them...

for free







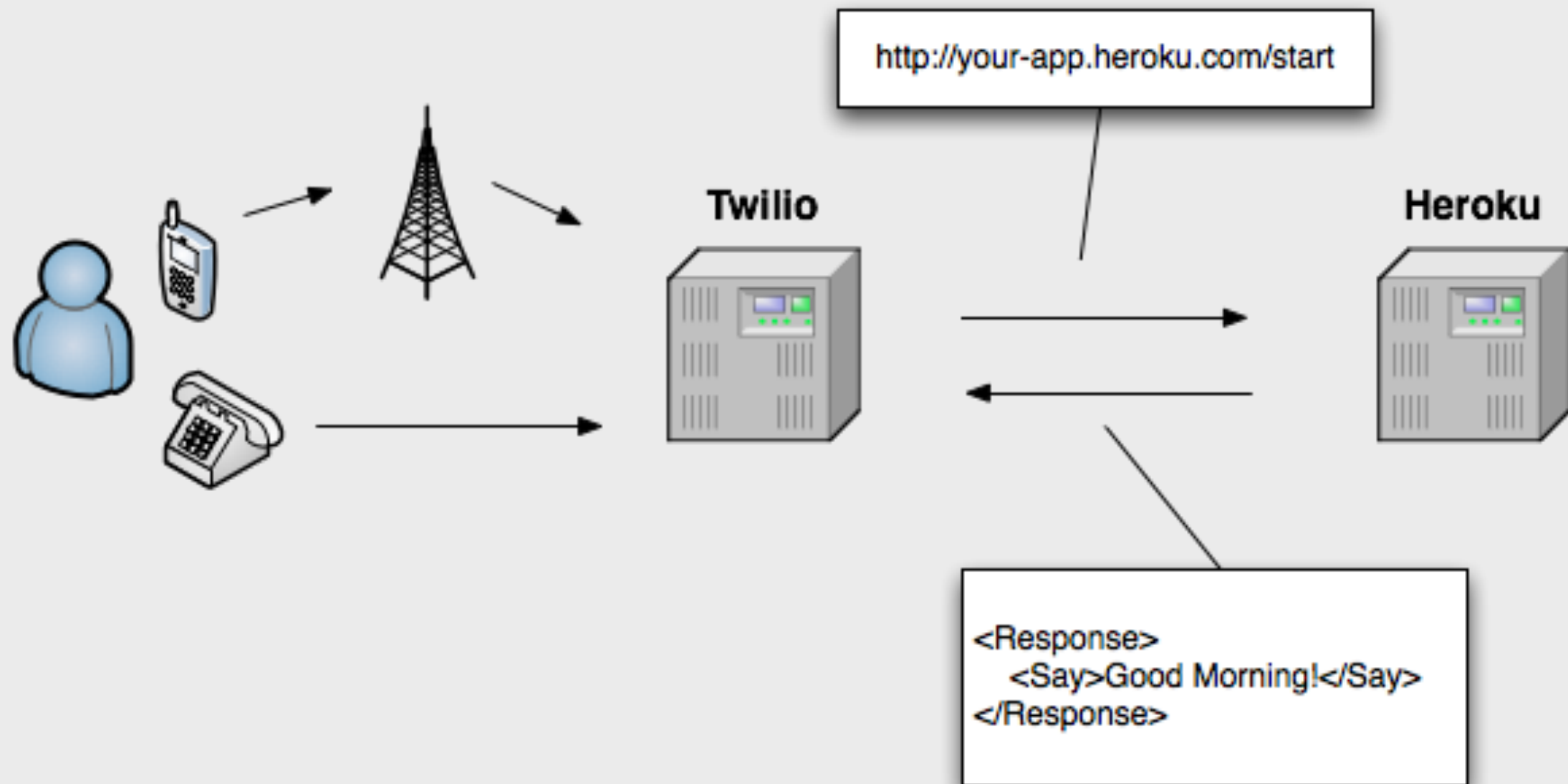
# IVR

- Activate Your Credit Card
- Collect Info Ahead of Customer Service
- Banking by Phone

- Snow Day Hotline / Robo Caller
- Two Factor Authentication

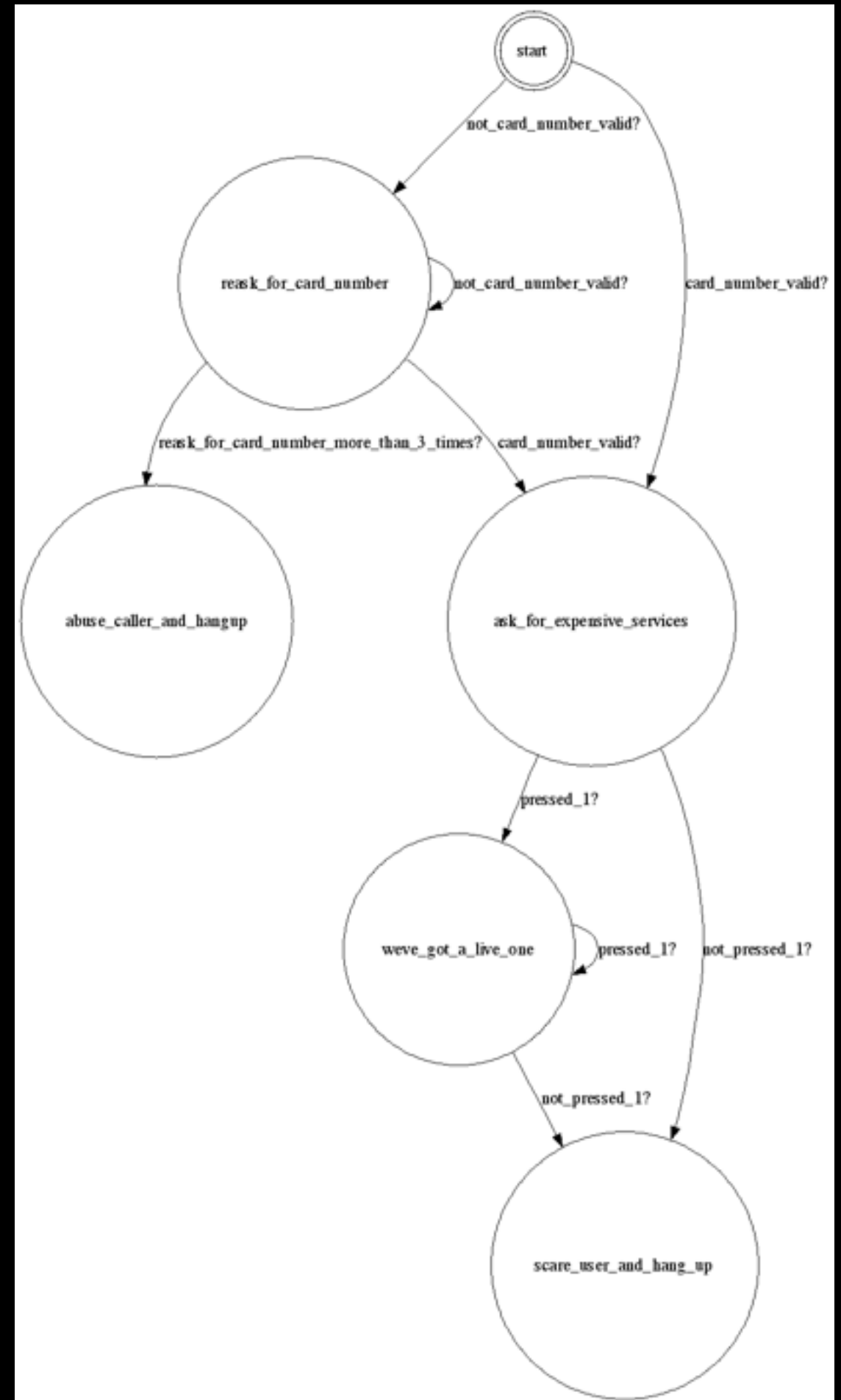






I modeled the IVR as a state machine.

See also: Newflow











# Give it a try

Call: (415) 599-2671

Use Pin: 3388-2105

Go to: <http://warm-wind-609.herokuapp.com/>

# Thank You

- [github.com/kyleburton/twilio-in-ten-minutes](https://github.com/kyleburton/twilio-in-ten-minutes)
- [twilio.com](https://twilio.com)
- [heroku.com](https://heroku.com)
- see the README.textile for Image Credits

# Credits