



# DARE TO COMPARE

Reasons Why Lydia Voice Wins vs. The Previous Generation Voice Solution

AN EPG WHITE PAPER

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# From the Desk of Scott Deutsch, President, EPG Americas



There is nothing more exhilarating than challenging the status quo of a growing industry segment with a technically superior solution. Taking away the mantle of technical thought leadership (or should we say earning the mantle of thought leadership) provides the Lydia Voice solution a growth

platform for superior future market share expansion momentum. A big thanks to our #1 competitor for having been internally focused for so many years. They helped Lydia Voice by applying so much attention to various acquisitions and moving the voice business unit to different operating and new management teams almost annually.

EPG and its Lydia Voice solution on the other hand, has been solely focused and committed to drive growth and fund research and development, all with the goal of helping our customers compete more effectively at a lower operating cost. It's been extremely helpful to have an EPG management team with extensive voice industry expertise and unwavering passion for the Lydia Voice solution. Importantly, having business scale (backed by a company with more than 800 full-time employees) provides customers with the confidence to make multi-year technology investments.

Over the past several years EPG and its Lydia Voice solution has competed with spectacular success head-to-head with the mature Honeywell voice (Vocollect voice) product. In 2020, things really took off. It was a year where EPG and Lydia Voice began to see major

traction with the replacement of older voice solutions from Honeywell (Vocollect), as businesses truly began to evaluate Lydia Voice vs. Honeywell voice for their next generation voice solution.

The introduction of Lydia Voice 8 and its modern deep computing neural network driven voice recognition engine changed everything!

As customers have evaluated the two leading voice solutions, their feedback has been quite consistent over the past 24+ months. Currently, EPG estimates its Lydia Voice solution is now the leader in competitive new sales engagements on Android devices globally. Let me repeat that, **Lydia Voice is the #1 voice solution for new sales engagements on Android devices globally now with more than 400,000 users.**

This white paper will cover key reasons customers have told us as to why they selected Lydia Voice vs. the other product (and other small niche players as well). The content includes feedback from some of the largest former Vocollect voice customers who have transitioned successfully to Lydia Voice with improved worker performance.

Sincerely,

**Scott Deutsch**

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## Comparison 1

# Lydia Voice Replaces Vocollect Voice. Not Vice Versa.



We are unaware of any example of a single Lydia Voice customer making the decision to either add Vocollect as their second voice solution provider or commit to replace Lydia Voice with Vocollect voice due to costs or poor voice recognition issues. However, there are many Vocollect voice customers who have made the decision to either add Lydia Voice as their second voice solution provider or commit to replace Vocollect voice with Lydia Voice due to high costs or poor voice recognition issues.

Customers, including one of Vocollect's previously largest grocery customers (20,000+ users) has transitioned with success from Vocollect voice to Lydia Voice.

As one example out of many, a loyal Vocollect voice user grew its usage of Vocollect Talkman devices from an initial 60 units to almost 700. They upgraded their Vocollect Talkman through the various product generations, from the T2x to the T5, and then to the A700. The company made the management decision to move to a two-supplier strategy and started with 70 Lydia Voice users.

### The results three years later?

- ➡ **Lydia Voice provided an initial cost savings of 20%**
- ➡ **Lydia Voice has provided an annual cost savings of 9%**
- ➡ **11% total worker productivity improvement vs. previous solution**
- ➡ **Elimination of the need for voice template training**
- ➡ **Elimination of language profile setup**
- ➡ **Improved support for temporary daily and seasonal workers**
- ➡ **Implemented two-supplier strategy and as their older Talkman devices needed replacement**
- ➡ **Ability to utilize Lydia Voice at smaller locations due to the reduced cost and capability to better support temporary workers**
- ➡ **Switched 100% to Lydia Voice, and now has over 800 users**



## Comparison 2

### Vocollect Voice vs. Lydia Voice

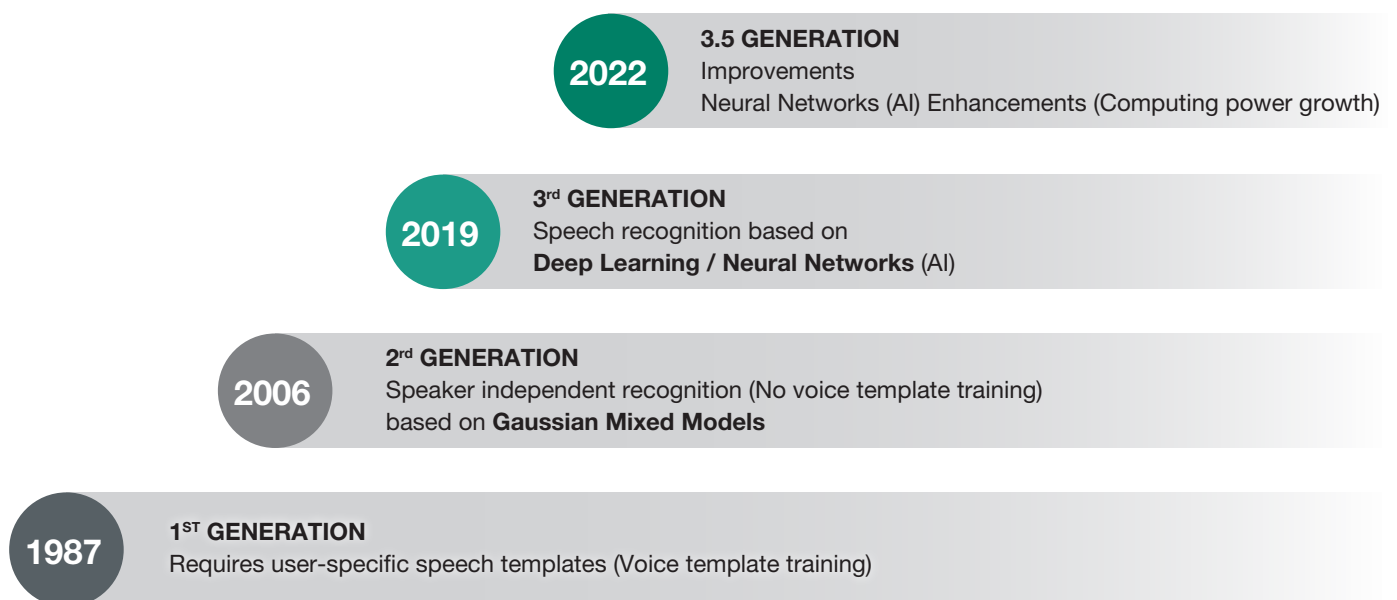
One of the biggest changes in the past few years has been around the performance of voice recognition in noisy warehouse environments. Previously, this was the main competitive differentiator, but it's not 2009 anymore. Due to significant technology and data computing advancements, modern voice recognition solutions have leap frogged the previous generation.

The #1 reason why businesses prefer Lydia Voice vs. the other guy is due to the modern market leading deep computing neural network voice recognition solution. The Lydia Voice neural network solution has successfully addressed and solved the age-old problem of accurate voice recognition for difficult worker dialects, while eliminating outdated and potentially illegal collection and storage of employee biometric identifiers and/or biometric information voice template training efforts (especially prevalent with Spanish-speaking workers). This is a major contributing factor why voice customers who transition to **Lydia Voice consistently show an 8% to 12% worker productivity improvement**. Older systems require or “strongly recommend” the customer still use the voice

template training approach, which in turn causes a performance drag on worker productivity. By the way, this is a dead giveaway that a voice recognition engine was built in the 80's and 90's.

EPG's Lydia Voice joins industry leaders Amazon, Google, and Microsoft to offer solutions based on the next wave of AI, except that Lydia Voice has also been specifically optimized for the noisy fulfillment center and distribution center environment. The Lydia Voice neural network solution has been modeled specifically for the challenging industrial environment, where near-perfect voice recognition accuracy is required. The Lydia Voice neural network developed sound models address industrial environment sounds such as forklift beeps, pallet drops, fan/freezer noise and miscellaneous conversations, which helps enable unmatched voice recognition accuracy. Lydia Voice Active Adapt™ enables automatic gain control (AGC) and noise control volume (NCV) for further voice recognizer performance improvements, online and offline.

### 3 Distinct Generations of Voice Solution Architecture



## Comparison 2

### Vocollect Voice vs. Lydia Voice

There have now been three generations of voice recognition platforms, with Lydia Voice leading the latest deep learning/AI computing approach.

Another thing to consider is the “sound” of the voice solution. Can you point to any voice recognition product available on the market today that still uses a digital sounding voice? If the technology sounds like it from the 1980’s, it’s because it probably is. Lydia Voice sounds like a human voice, not a digitized voice that sounds like it’s from a 1980’s horror movie. It can also adjust in tempo and excels at high speeds, which offers your workers a higher throughput.

Users who have transitioned from Vocollect voice to Lydia Voice all comment positively about having a human sounding voice and report no understanding issues when they increase the voice speeds for maximum performance. An interesting observation is that transitioned and experienced voice users note the high-performance of voice command quality at extremely high speeds. Lydia Voice command speeds can be set at about 50% faster levels than their previous solution.



Lydia Voice delivers excellent speech recognition with all commonly used mask types, especially paper and textile masks.

**N95**

**Paper**

**Textile**

➡ No need for system adjustments.

#### Lydia Voice Excels with Face Masks

No conversation today related to the warehouse worker can ignore the need for worker safety. However, worker safety when it comes to Covid-19 changed everything. The introduction of face masks for workers was a new challenge that directly was impacting voice recognition performance. Not with Lydia Voice!

Lydia Voice ran through multiple tests in the lab, as well as at multiple customer sites at the beginning of the recent pandemic and we are proud to report that no technical or customer adjustments were needed in order to have Lydia Voice operate at maximum performance levels.

## Comparison 2

# Vocollect Voice vs. Lydia Voice

### Lydia Voice Co-Pilot is a Game Changer for the On-Floor Supervisor

The Lydia Voice Co-Pilot training solution enables supervisors to smartly support their team by listening to their Lydia Voice dialogue engagement, and then enable them offer advice and recommendations to make the worker more effective. All aimed at helping them gain confidence and deliver greater performance results with increased accuracy.

Lydia Voice's training tools allow for remote connection to monitor user's Lydia Voice performance and general experience. The Lydia Voice Co-Pilot can provide a listing of active users via our PhoneBook functionality. Supervisors can easily connect to multiple users for real-time monitoring, not only seeing text display of the Lydia Voice User conversation but also hearing it.

### Lydia Voice Co-Pilot

Unique Support Tool for Supervisors and Key Users



#### Onboarding Monitor

Lydia Voice CoPilot can connect to any active voice device to support users during training. Even multi-sessions are possible.



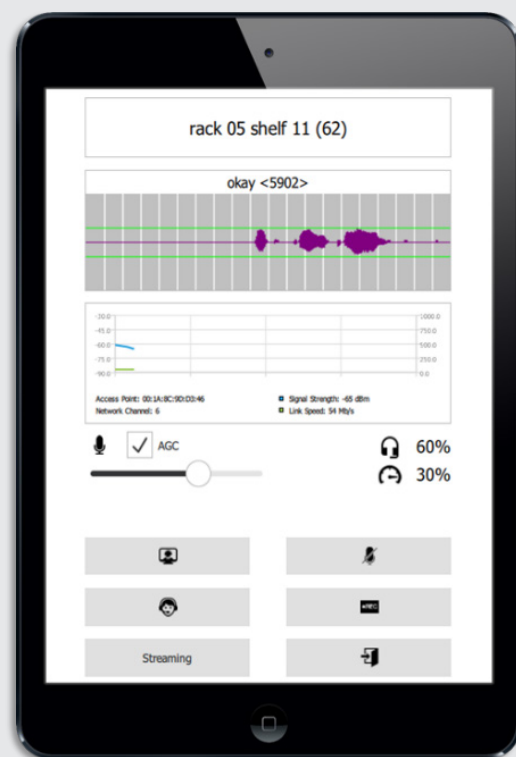
#### Support Tool

Identify dialogue insecurities and possible causes of recognition difficulties. For first level on-site support and improved usability of the voice solution.



#### Translator for Multilingual Teams

User and onboarding trainer can work in different languages – Lydia Voice Co-Pilot translates.



Unlike other systems that require supervisors to be tethered to the operator's device, Lydia Voice's Co-Pilot functions via a WLAN connection. Warehouse supervisors can listen along with a user like you are right on the warehouse floor with them. Texting functionality allows for the supervisor to send a message remotely as

they perform their user coaching activities. Lydia Voice Co-Pilot can be accessed via our android application, as well as on a PC which lets supervisors and support groups connect while in the warehouse or from a remote off-site location.



## Comparison 2

### Vocollect Voice vs. Lydia Voice

#### Strong Analytics

EPG has made significant investments these past years to dramatically enhance our real-time analytical and data visualization capabilities. Leading the way with EPG TimeSquare and Lydia Voice Warehouse Intelligence (LWI). Customers have really embraced the data capabilities available without extensive IT engagement and enjoy the proactive nature of the real-time smart data analytics.



#### Lydia Warehouse Intelligence provides smart real-time voice analytics



**VOICE RECOGNITION  
PERFORMANCE**



**COMMUNICATION  
LATENCY**



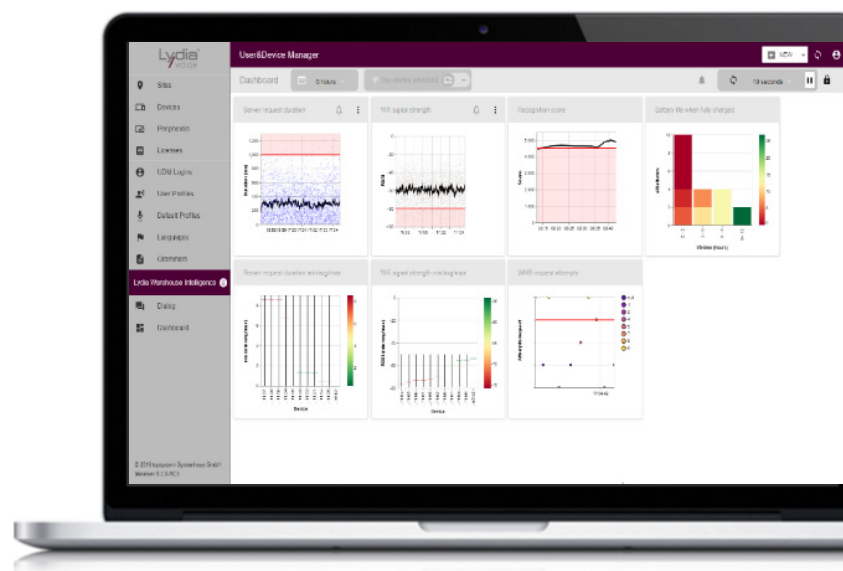
**WI-FI COVERAGE  
(ONGOING SITE SURVEY)**



**PREDICTIVE MAINTENANCE OF  
BATTERY HEALTH**



**WORKER INTERACTION  
TIMELINE**



# Comparison 2

## Vocollect Voice vs. Lydia Voice

### Licensing Freedom: Perpetual, Subscription, SaaS and Hosted with Managed Services

CIOs have finally gotten what they asked for, new software delivery models:

- Perpetual license option
- Subscription pricing option
- SaaS pricing option
- Hosted with managed services option

Choice is a good thing and Lydia Voice is available with freedom of choice. This is vital as more companies are looking to operate their voice solutions within their operating budget and not having to use capital expense funding. The subscription and SaaS options with annual payments makes it easy for your business to operate within standard operating expense budgets.

### Lydia Voice Does NOT Tie a License to Specific Device of Record

Did you know that Honeywell's Vocollect voice is mostly licensed to a specific device? This means that if a company added a new device and wanted to add Vocollect voice to it and switch it from another device, it could generally be charged a license change fee? Yes, Honeywell could charge a fee to "transfer" a voice license from one device to another, minimizing business flexibility. This typically will require your business to have a greater number of "spare devices" sitting on the shelf (often up to a 10% added overall cost). Honeywell voice customers also often find that their hardware support fees when using the Talkman device are extremely higher than market pricing due to the need for faster turnaround time required to support business operations.

This is a subject that rarely if ever comes up in conversations during the sales process, since it is a practice that is so unique to Honeywell's Vocollect voice pricing strategy. It's worth asking what the rationale is. Lydia Voice does not license our solutions in this restrictive manner.

As you can see, there are many reasons why Lydia Voice is a superior voice option. Here's a quick summary.

### Why Lydia Voice Wins



#### Greater Functionality

- Market leading core voice functionality
- Modern neural network driven voice recognition engine to address difficult dialects and accents
- Excel in high-transaction operations- 6,000+ users
- Enterprise SiteSwitcher for multi-site management
- Multiple proof points on customer replacements
- Unique Lydia VoiceWear eliminates headsets



#### More Efficient

- No voice training required (or recommended)
- Support for daily and seasonal workforce
- Less complex integration- days, not months
- Greater affordability for additional workflows
- Support for leading Android devices
- Support multiple headset options
- Easier to do business with



#### Better Value

- ≈ 30% less cost
- No software license transfer fee
- Reduced "spares pool"
- Greater flexibility for growing businesses
- Greater affordability for smaller locations
- Lower costs for support and maintenance



### Finding:

**Advantage Lydia Voice. Now you know why Lydia Voice is the #1 voice solution for new sales on Android devices globally.**

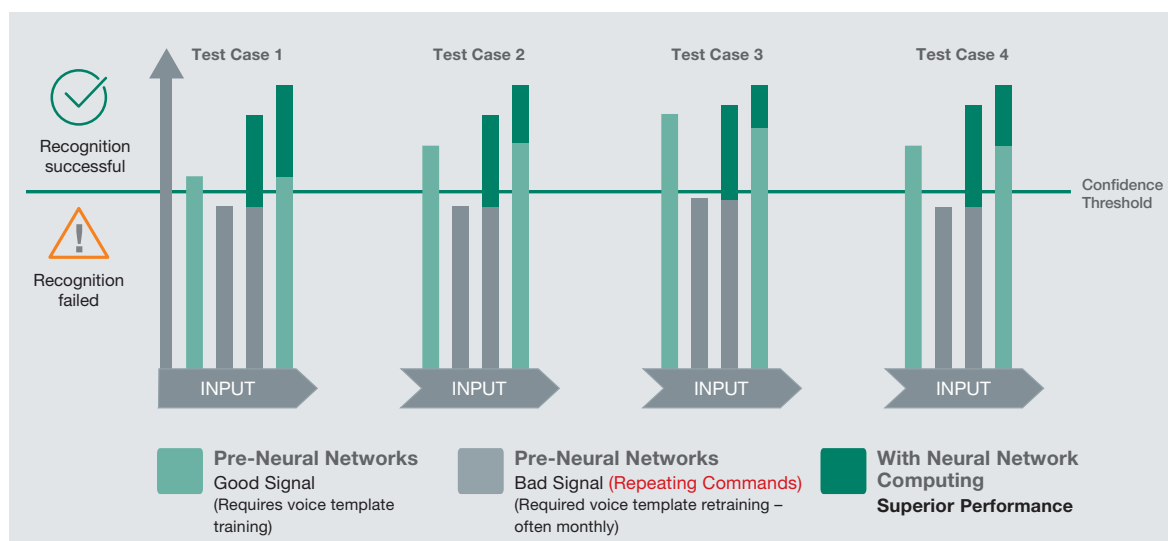
## Comparison 3

### Voice Template Training

#### No More Voice Template Training Required.

Lydia Voice eliminates the requirement to train the associate with a set of in-vocabulary speech words, which often requires about a 30-to-45-minute training session. The following image shows the worker benefits obtained with a modern deep neural network driven voice

recognition solution. Lydia Voice provides a superior voice recognition offering without the time consuming voice template training requirement.



Despite all the technology and deep computing advancements made over the past ten years, Honeywell still “recommends” workers execute a 30 to 45-minute voice template training exercise. This is because their voice recognition engine is now more than 20 years old.

Another major advantage of Lydia Voice over older voice solutions that require voice template training is that there is also no need to continuously retrain voice templates

due to growing poor voice recognition issues forcing the associate to repeat the voice request multiple times. Just ask any Vocollect voice customer about how often they require voice template retraining...then calculate all the additional time their workers dedicate to this archaic requirement.



#### Finding:

**Advantage Lydia Voice. No contest.**

## Comparison 3

### Voice Template Training



#### Legal Implications of Voice Template Training

Recently a class action complaint was filed in an Illinois court by an associate (July 2021) charging unlawful collection, use, and storage of Plaintiff's and the putative class ("Class") members' sensitive biometric data.

Some of the language in the legal filing is: Plaintiff worked at the fulfillment/distribution center as an order "picker". The Plaintiff uses voice prints and voice recognition technology and prints. Specifically, pickers are required to provide their voice print, by providing templates of their voices reciting the certain words, phrases and number combinations so that the voice recognition technology is able to learn their voice.

Once the voice recognition technology learns their voice, the pickers are then trained on the use of headsets, in some cases the Vocollect system, with which they interact. Through the headset they receive orders to fill and are required to respond into the headset telling it where they are in the warehouse, the product that they have just pulled from storage, the amount of that product that they have pulled, and the order that they are filling.

While there may be certain benefits to using biometric technology in the workplace, there are also serious risks. Voice prints are unique, permanent biometric identifiers associated with the employee.

Defendant's collection and storage of biometric identifiers and/or biometric information exposes employees to serious and irreversible privacy risks. For example, if an employee database is hacked, breached, or otherwise exposed, employees have no means by which to prevent identity theft and unauthorized tracking.

Recognizing the need to protect its citizens from situations like these, Illinois enacted the Biometric Information Privacy Act, 740 ILCS 14/1, et seq. ("BIPA"), specifically to regulate companies that collect and store Illinois citizens' biometrics.

Lydia Voice does NOT require voice template training, such as the approach described in the class action complaint.



## Comparison 4

# Comparing Voice Software for Spanish Speaking Workers



One of the biggest surprises from customers who have transitioned to Lydia Voice (and to us as well) is the significant difference in voice recognition performance for the Spanish speaking associate. We highlight the comparison because the quality of the modern Lydia Voice neural network voice recognition has really become obvious to customers with Spanish speaking workers.

Customers who have transitioned to Lydia Voice have specifically told us that they now are able to expand their labor pool recruiting options because they now can hire Spanish speakers across multiple dialects and those having extensive accent variations. Previously this has been a limiting factor and a little talked about productivity drag since these workers previously struggled even with voice template training efforts.

Beyond Spanish and English Lydia Voice now supports more than 50 languages.



### Finding:

Lydia Voice is the big winner for businesses with Spanish speaking workers.



## Comparison 5

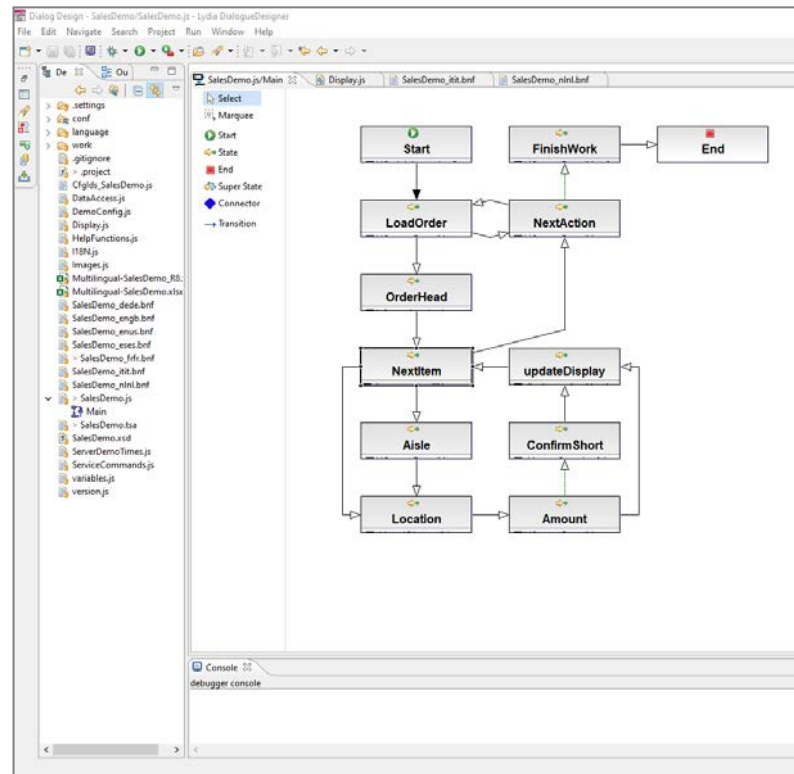
# Lydia Voice Dialogue Designer vs. Vocollect VoiceArtisan

When comparing Lydia Voice and Vocollect voice, it is important that you compare the crown jewel of Vocollect's effort to revitalize and modernize their architecture, Vocollect VoiceArtisan™ vs. Lydia Voice Dialogue Designer. VoiceArtisan was Vocollect's effort to provide an open architecture solution after almost twenty years of using the proprietary TaskBuilder™ platform. It is a nice visual solution for building voice workflows.

Lydia Voice has a similar IDE platform but is easier to use with greater flexibility. Lydia Voice's Dialogue Designer is available for purchase by all Lydia Voice customers so they can have greater independence and are able to make workflow enhancements as desired.

The same cannot be said for the Honeywell voice VoiceArtisan offering which is not generally available to customers. Mainly because it is too complex to actually use and support. At EPG, it is important that customers have the freedom to support their own IT infrastructure strategy.

The Lydia Voice Dialogue Designer IDE offers a full-featured development environment with:



- A stand-alone tool using Eclipse for the graphical design of the dialogue system
- Syntax and error handling, syntax-check and auto-completion
- An interactive JavaScript shell as a test environment
- A JavaScript-Library LibPDL (Process Definition Language) for the development of dialogue systems with Lydia Voice
- Arithmetic computations for differences between picked and target amounts
- Avoids using of copy & paste or programming of redundant code
- A version management client
- A remote JavaScript debugger
- Automatic generation of the grammar of the dialogue



### Finding:

**Lydia Voice is the winner because it's more accessible, and its easier to use IDE solution platform provides excellent flexibility to customers enabling them to have greater independence.**

## Comparison 6

# SAP WM and EWM Integration

This is an interesting area because for years, Vocollect voice promoted its SAP direct real-time interfaces with very limited success, while Lydia Voice has excelled with SAP-centric EWM customer opportunities. In fact, more than 50% of Lydia Voice customers are also SAP customers. The SAP market has spoken volumes with their lack of enthusiasm for an overcomplicated direct interface approach that forces the SAP integrator away from their strong SAP knowledgebase. Lydia Voice is the clear winner.

The Lydia Voice and SAP customer gets a native SAP interface that supports their SAP-centric requirements.

**Lydia Voice excels in the following areas:**

- 1 Native SAP integration. Lydia Voice can be supported by an internal SAP team or partner without requiring complex voice certification or major training.
- 2 100% online or offline connection. One of the struggles most voice offerings have is keeping their voice workers connected to SAP generally due to poor wireless connections in the warehouse. Lydia Voice has options to support these environments with great success.
- 3 Poor SAP data latency and overall responsiveness for voice workers. In high-volume environments, the poor SAP responsiveness becomes even more important since performance delays negatively impact the worker's ability to perform their work at acceptable levels of productivity.
- 4 Lydia Voice application logic is located in SAP. Period. Every SAP customer wants to leverage the existing application logic in SAP, whereas most voice providers want to control the logic and insert themselves into how the application logic is configured. This item is one of the areas that has frustrated the SAP user community when they look under the hood and see how the voice application is designed and developed.
- 5 The Lydia Voice solution is based upon SAP voice properties. This again is a shortfall for most voice suppliers because they are simply trying to pass information to SAP,

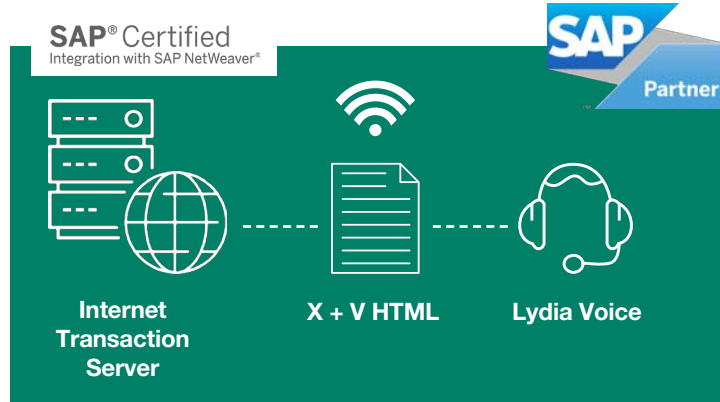
as opposed to optimally leveraging voice enhancements available within SAP. If a voice supplier is not using the existing SAP properties, it's a clear sign that they are not truly SAP-centric or really SAP friendly.

- 6 SAP customers desire that as their EWM platform evolves, they want their voice solution to perform without an expensive new project to manage and fund. The Lydia Voice solution for SAP helps ensure you have a streamlined update path thanks to being a natively integrated solution. The chart below summarizes the overall technical approach of our SAP certified solution.

### Lydia Voice for SAP WM/EWM

*"Not just real-time. NATIVE SAP."*

- ➔ **NATIVE INTERFACE**  
100% SAP
- ➔ **ALL DEVELOPMENTS IN SAP**  
Customers can carry out all adaptations and extensions with their own SAP team
- ➔ **APPLICATION LOGIC IN SAP**  
Enables customers to use all standard SAP functions



### Finding:

**Advantage Lydia Voice. Native integration executed the way an SAP customer would expect and desire.**

## Comparison 7

# Hands-Free, Eyes-Free and Headset-Free

If you ask any manager who has implemented a voice-directed solution over the years, what is the one thing they wish they could improve, the response would almost be unanimous: Their workers do not always enjoy wearing a headset. This is also true for those that have tried the latest and greatest wireless headsets. Despite high performance results (greater productivity and greatly reduced errors) with the voice-directed technology, managers are still left in a quandary in how to resolve the ongoing thoughts from their workers having to wear a headset.

Lydia VoiceWear by EPG gives every manager using voice-directed technology hope that a viable solution is within their reach.

Here's how Lydia VoiceWear works: Each user wears a VoiceWear vest. No more headsets (No really). The voice device sits in a secure and protected pouch on the back of the worker's vest. This way, the device does not get in the way of the worker, even if they are operating a forklift. On the front of the vest are multiple microphones, managed by Lydia Voice software with special speech recognition controls optimized to perform in the warehouse environment. The vest has specially designed speakers that are aimed toward the worker's ears to provide quality voice instructions. So, instead of the worker hearing the commands in the headset, the speakers on the VoiceWear vest share the voice commands with the worker. The VoiceWear vest successfully mirrors the worker experience with voice directed instructions, all without the traditional headset.

Now, you may wonder how the solution works in a congested pick zone? VoiceWear works excellently in congested work areas due to the focused speaker design and configuration. We're often asked about VoiceWear's ability to operate under low temperatures in the freezer environment. No problem. Lydia VoiceWear is

certified to operate in harsh freezer conditions. Another highly positive result of using VoiceWear is the reduction of operating overhead associated with managing headsets and their supporting infrastructure. VoiceWear eliminates the need for headset batteries, charging units and the standard headset health-related components and ongoing consumables. VoiceWear also simplifies companies' overall asset management responsibilities and lowers maintenance costs.



### Finding:

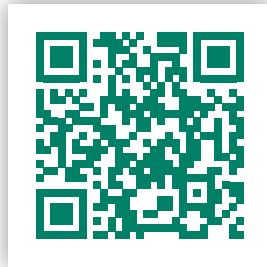
**Advantage Lydia Voice.**

**Creating innovative new possibilities.**

# Download the Lydia Voice Demo Today

You can download a demo of Lydia Voice from either the Apple Store or the Google Play Store. Search Lydia Voice. The fully functioning Lydia Voice solution operates on Android and Windows devices.

## DOWNLOAD HERE:



## COMPANY PROFILE

### EPG – Smarter Connected Logistics

Ehrhardt Partner Group (EPG) is the leading provider of comprehensive supply chain execution and Lydia Voice software solutions for smarter connected logistics with more than 1,600 customers globally and a team of almost 800 industry professionals. EPG's highly configurable and scalable EPG One™ solution delivers functionality inclusive of: warehouse management, warehouse control and automation management, forklift utilization optimization, resource management, transportation management, checklist and inspection, advanced business intelligence analytics, and EPG's industry leading iBrowser ensures ongoing support for all major browsers, delivering flexibility and platform independence. Our Lydia Voice solution is the #1 voice solution implemented on Android devices globally and offers unparalleled voice recognition with its deep neural network technology, eliminating the need for voice-template training. Lydia Voice provides a native solution for SAP EWM, as well as interfacing with a multitude of WMS and ERP solutions, while providing real-time business intelligence with EPG TimeSquare Cloud Analytics and Lydia Warehouse Intelligence (LWI).

To learn more, visit [www.epg.com](http://www.epg.com)



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