



## New Generation Value Added Services in Telephony: Routing & Caller-Interaction on a Convergent Platform using INAP/ISUP, VoIP

New Opportunities in the Carrier-Market with Open Standards Intel® & Envoy Architecture

### Attractive, Chargeable Add-On Services ...

... are the answer to today's hard fought telephony market place. They help ensure customer loyalty and generate revenue to the carrier.

Until now, entering the service market has been tied to high financial and functional barriers.

The **Carrier Service Factory CSF** of ConverCom bursts these barriers while **combining a protocol-independent call-routing with caller-interaction on a single platform.**

The modular concept of the **Carrier Service Factory CSF** enhances existing SS7 carrier-infrastructure and enables the economic creation of demand-matching services through flexible combination of any routing and media functions. These enhanced services are created and managed by a unified Graphical User Interface for both, the service provider as well as his commercial customers:

#### CSF Routing (with or without IN)

- Follow-Me/Call Forwarding (conditional, unconditional)
- Call Distribution
- Time-,Traffic- & Origin-Depending Routing
- Call Number Translation
- Black-/White-Lists, etc.

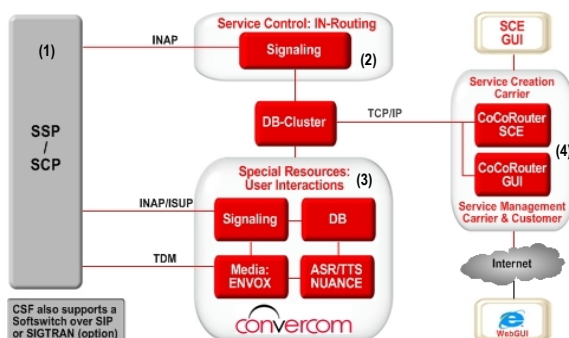
#### with additional CSF Special Resources e.g. for

- Announcement prior to Service
- Event Billing
- Agent Monitoring & Junk Call Deflection
- Unified Messaging
- Fixed Net SMS (e.g. notification to a mailbox)
- Mass Calling (lotteries)
- Net ACD & Virtual Call Center, etc.

### Characteristics of the Carrier Service Factory CSF

1. **The unified GUI for Service Creation and Service Management** for both, call-routing as well as interaction with the caller (Media Resources) integrates two formerly separated worlds. This enables efficient creation and administration of flexible combinable services in the network of the operator also for resellers and commercial customers without deeper knowledge of the network protocol lying behind. Prefabricated application modules are additionally enhancing the efficiency of the service development.
2. **The Carrier Service Factory supports innovative technologies** like speech recognition and extends the telephone communication with the caller by Fax, E-Mail, and SMS at discretion.
3. The innovative concept of an **ACD in the Network & Virtual Call Center** is realized through the two add-on modules for agent administration and load distribution to several call center locations.
4. The universal **usability of the Carrier Service Factory** ensures high economy through resources-sharing, reduction of maintenance costs, and minimization of training efforts. Moreover investments will be limited to a minimum as the Carrier Service Factory flexibly adapts itself to your existing SS7 environment and uses its basic functionality instead of replacing it.
5. **Guaranteed future:** The Carrier Service Factory works independently of protocols. Besides ISUP, INAP, and DSS1, VoIP will be supported too which ensures the access to the Next Generation Network NGN.
6. **Pay as You Grow:** Unconventional entry solutions are enabling optimizations of costs also for small volumes. The platform can be scaled unlimited.

### Optimization of Costs and Functionality through Open, Integrated Architecture – shown with SS7



- (1) **Existing SS7 infrastructure:** The basic functionality stays in operation.
- (2) **Service Control for extended routing tasks using RTL Real-Time LookUp** performing up to 50'000 caps in tables with 100 million entries.
- (3) **Special Resources** for announcements & analysis of caller response with DTMF (tone dial) or speech processing. These systems can concurrently be used as **complete SS7 IVR services with ISUP** or as **SS7 Intelligent Peripheral**.
- (4) **Service Creation & Service Management:** unified user friendly GUI for Network Operators and their customers. Knowledge on tech backgrounds of (2) and (3) are not required. **Thus also resellers and end customers are able to arrange and administer their services autonomously.**

Using the **Carrier Service Factory** you're able to provide the market with all required services and to optimize your network with solutions like Local Number Portability LNP. The CSF has been prepared for a soft migration to the NGN/VoIP (invest-protection). The price for the **Carrier Service Factory** amounts to a fraction of a comparable conventional solution.