JR QuickStart Business VoIP

BUSINESS MARKET RIPE FOR VOIP CONVERSION

The lucrative business market is ripe for wide-scale conversion to VoIP. Now a proven technology, VoIP represents the next major wave of communications service adoption for large enterprises and small and medium businesses (SMBs) alike. It is expected to be a $15 billion opportunity for telecom operators by 2012 and next-generation operators are already launching a wide array of innovative and differentiated offerings.

- Are you ready to rapidly launch new products and services with minimal cost and complexity?
- How can you sign up thousands of subscribers per day, while keeping costs low and satisfaction high?

To capture your share of the business VoIP market, your service quality, ease of adoption and initial customer experience must stand out among a packed field of competitors.

Whether you're looking to add business VoIP services to your residential offering or planning on launching VoIP for the first time, the right fulfillment platform should give you enterprise wide control, subscriber self-service and end-to-end process automation in an easy-to-deploy and scalable package. JacobsRimell's (JR's) solution incorporates all these capabilities so you can launch your competitive business VoIP service quickly, keeping your operating costs low, and customer satisfaction high.

GET YOUR VOIP OFFERING UP AND RUNNING….AND START GENERATING NEW REVENUE

Why invest time and effort developing and deploying a VoIP solution when you should be earning revenue?

JR QuickStart Business VoIP is an end to end provisioning solution that allows telecom operators to rapidly deploy new business VoIP services. Built on JR's proven APSDP platform, JR QuickStart Business VoIP empowers operators to create, deploy and manage complex IP-based voice services with unprecedented speed and efficiency.

The JR solution offers out-of-the-box support for provisioning and management of your VoIP service delivery infrastructure (JR QuickStart Central Office VoIP) and for customer SIP user equipment (JR QuickStart SIP UE) such as phones, IADs, PBXs and ATAs.   The product can be rapidly deployed within your existing infrastructure minimizing costly investment and systems integration. The QuickStart Business VoIP solution supports open standards for rapid and efficient integration, such as OSS/J for order management and inventory integration, as well as JSR168 based portlets to ease integration and presentation of information for customer self-care.

Your VoIP solution doesn't have to involve complex integration or modification of legacy systems. JR's solution expands your business with a host of new service offerings while also saving you time and money due to rapid implementation and integration.

> *"A complex IP service doesn't have to take months to deploy. JR helped us get our new product to the market quickly so we could immediately capture new customers."*

CAPITALIZE ON BUSINESS VOIP NOW ….WHILE FUTURE PROOFING YOUR INVESTMENT

The fast changing VoIP services market means you need the flexibility to adapt to users needs now and in the future. JR QuickStart Business VoIP delivers a provisioning platform that meets your needs today, yet is flexible and scalable enough to grow with your business and your customer demands. And because the JR solution is technology and vendor independent, your investment is protected from single-source solutions that can quickly become obsolete due to the inevitable technology and vendor upgrades. The JR platform transparently delivers the required support easing the burden on your operations staff and customers as they take advantage of new features.

> *" With JR's QuickStart product we launched our new product quickly, and then continued to innovate as our customer and technology base grew."*

SELF-CARE IN YOUR CUSTOMERS' HANDS …SERVES CUSTOMER NEEDS WITH THE RESPONSE TIMES THEY WANT AND AT A SIGNIFICANTLY LOWER COST

Demand for business VoIP is growing at a record pace. JR Quick Start Business VoIP offers powerful customer self-care that allows your customers to quickly and easily activate new users, change core product features or update services. Automated activations happen right first time, and in seconds, as opposed to hours or days. Using self-care, customers can select any combination of calling features and services you offer and make changes at any time without involving a customer service representative.

JR's role-based portals improve operational efficiency, delivering user specific functionality, whether they are central operations, field technician, operations management

> *" With JR, we continue to enhance our already outstanding reputation for superior self-care."*

or the end-customer. JR's platform automates the whole process from order to activation ensuring that all infrastructure and associated systems are synchronized, maximizing reliability and therefore customer satisfaction.

JR QUICKSTART BUSINESS VOIP CORE FEATURES

VOIP SERVICE DELIVERY INFRASTRUCTURE AND SIP USER EQUIPMENT CONFIGURATION

- An open and scalable provisioning platform that automates the processes and synchronizes all the information involved in delivering products and services to users – reliably, right first time

- Single user interface to provision and manage call agents, voicemail and messaging systems hiding the individual vendor and version complexities

- Automates the mass configuration of SIP-based user equipment including phones, ATAs, IADs, and PBXs, deployed on customer networks, even when behind a secure network address translation (NAT) gateway or router.

ORDER MANAGEMENT AND BSS INTEGRATION

- JR's platform is preconfigured with the industry-standard OSS/J Order Management and Inventory API's to greatly assist deployment and integration. The platform accepts customer orders and executes them to fulfillment.

CUSTOMER SELF-CARE

- JR's platform supports a range of role based portals, including that for customer use. Portlet-based data presentation enables rapid deployment and greater consistency for a range of intuitive self-care capabilities including activation, product selection, messaging and feature management
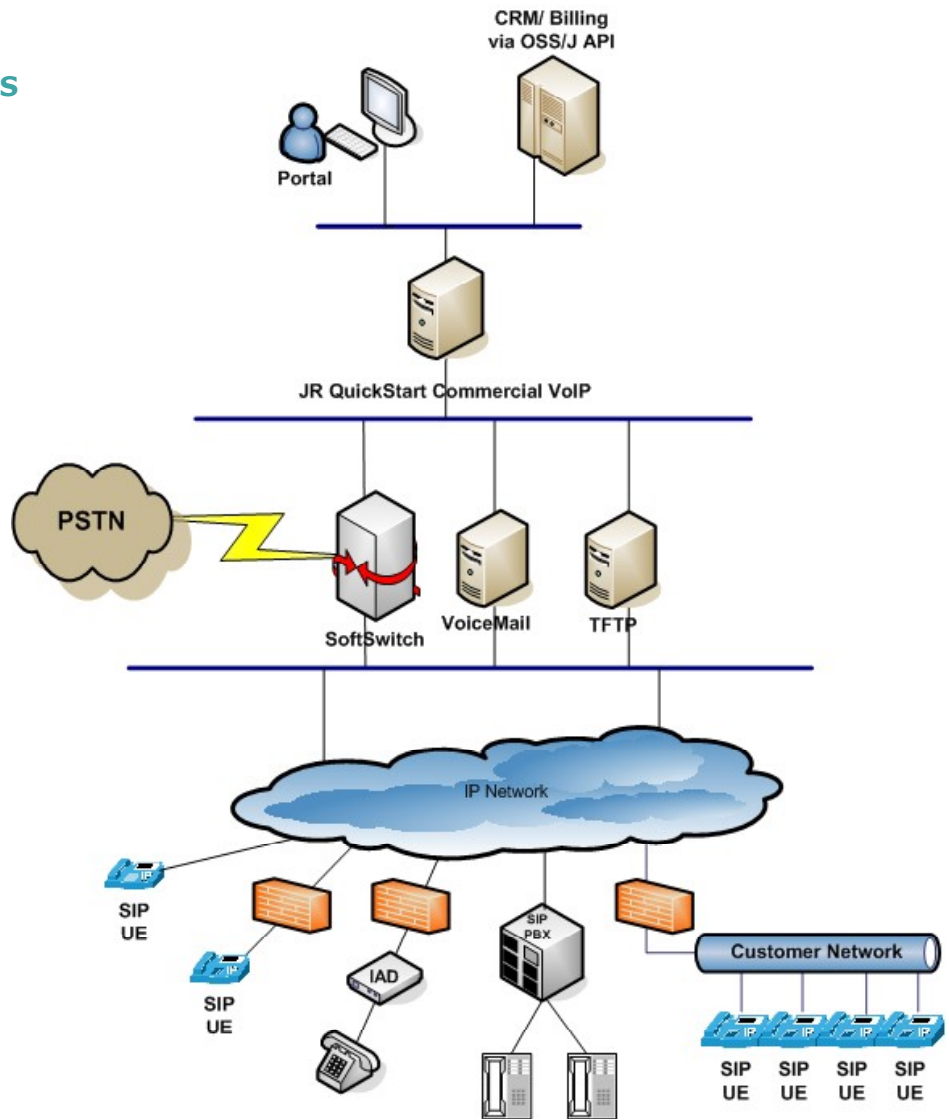
VOICE MAIL AND CALLING FEATURES

- JR's platform supports all the business VoIP features your customers need, including the ability to support vendor's new features as they are delivered without having to perform a major system upgrade at every vendor release.

JR QUICKSTART BUSINESS VOIP SOLUTION ARCHITECTURE

KEY OPERATOR BENEFITS

- Rapid time to revenue for VoIP Business Services

- Simplified end to end customer and service provisioning

- Minimized deployment costs

- Protection of existing infrastructure investments

JACOBSRIMELL - FULFILLING IP POTENTIAL

JacobsRimell's QuickStart Business solutions are designed specifically to support cable and telco operators' rapid rollout of next generation IP-based solutions to global businesses. With around 15 million voice, video and data subscribers in some of the worlds' largest operators managed using JacobsRimell's solution, operational performance, scalability and convergence are proven.

JacobsRimell ™
fulfilling IP potential