

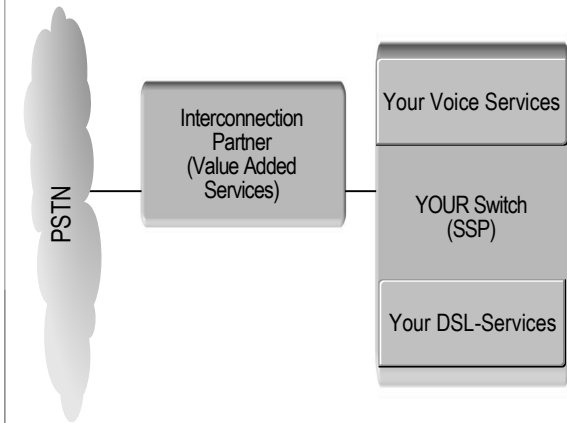
Routing- & Media-Services using the Carrier Service Factory CSF - NGNready

Economic, universal, and flexible upgrade of traditional Carrier equipment based on INAP/ISUP, VoIP

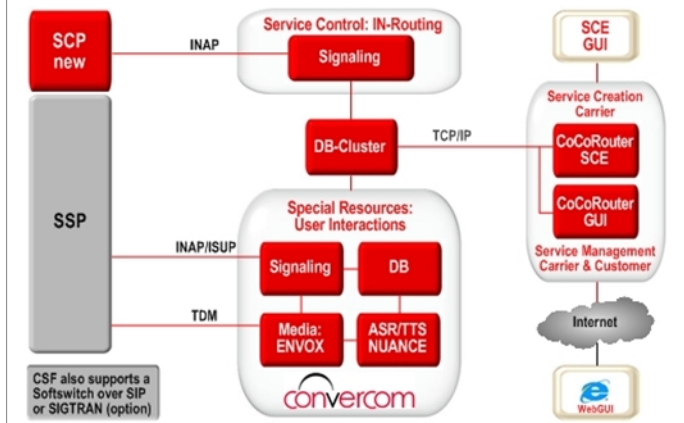
- In today's market place Carriers are facing enormous cost-pressure - standard Services like voice telephony and DSL are often providing insufficient contribution margins.
- Own Value-Added Services (VAS) could help Carriers to win new markets and customers, enable differentiation, and improve margins - for that Carriers are in need of an own IN (Intelligent Network).
- Many Carriers do not possess an IN and thus have to buy-in VAS. Or there is an IN which is inflexible or not state-of-the-art and does not allow unique selling propositions.
- Therefore Carriers need to have a powerful IN. The CSF of ConverCom offers comprehensive functionality, flexibility, and guaranteed future for a price which amounts of a fraction of conventional Service-Platforms.

You dispose of the following infrastructure:	You wish own Value-Added Services and you're investing:	Within 3-6 months you are able to:
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A a Switch without an SCP (no IN)
 → you wish a well-priced IN-upgrade



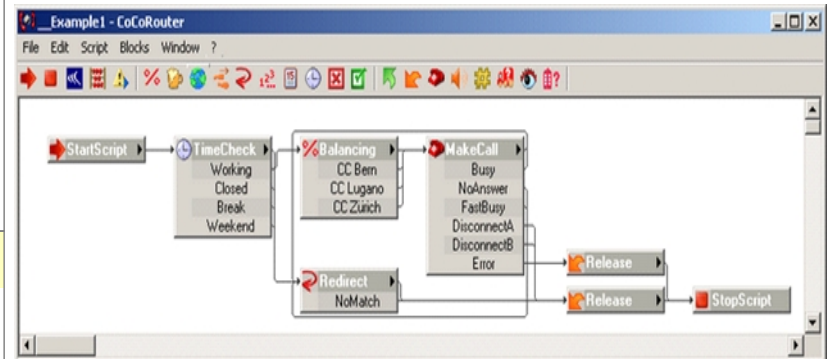
about 550T€ in the Carrier Service Factory and an SCP



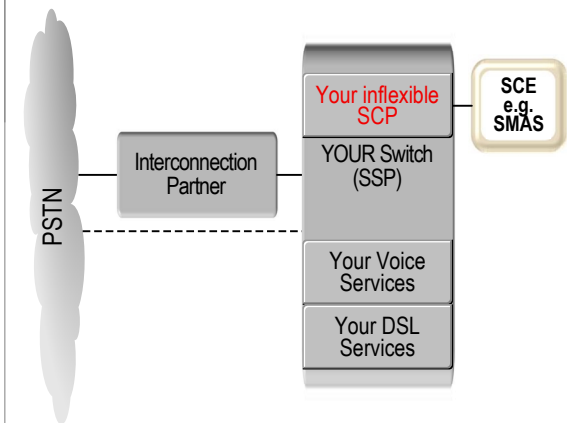
achieve your own interactive Value-Added Services and Smart Routing

Highlights of the Carrier Service Factory CSF

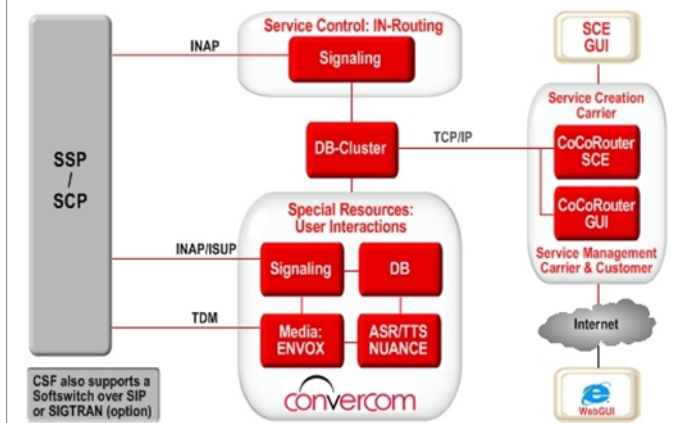
- Goal-oriented supplement (not replacement) of your existing Service-Infrastructure
- Comparing to traditional systems very cost economic, flexible and implemented quickly
- IN-Routing: Tromboning on switch, enormous cost savings of media-resources and E1-interfaces
- technically the CSF is an IN-SCF/SRF & ISUP-IVR on a common platform
- With the single GUI of the **CoCoRouterSCE** Smart Routing & Media Services are built.
- Your Service-Management Tool is the **CoCoRouterGUI** with which you and your customers carry out the parameterization and data-actualization of the routings, the caller-interactions and the services from every place over the Internet.



B a Switch and an inflexible SCP (antiquated IN)
 → an IN-upgrade by Your supplier is too costly



about 450T€ in the Carrier Service Factory of ConverCom



CSF-Features

Routing-Functions: Blacklist, Whitelist, Time & DateCheck, GeoRoute, Redirect, FollowMe, Suffix, Balancing, Overflow, etc.

Telephony-Functions: Answer (take call), Release (release call), MakeCall (transfers call), Prompt (announcements), Collect (take over user inputs). Option: auto-Speech Recognition & Text-to Speech.

Routing- and Telephony-Functions can be combined with the CoCoRouterSCE in any way. This is also valid for the following additional functions:

Enhanced Communications Functions: In order to be able to fully put into practice special wishes of your customers, the CSF provides an Envoy 6 interface a communications-middleware providing vast multimedia functionality. Besides telephony Envoy supports additional communications channels like Fax, Internet and E-Mail. Examples: send E-Mail using audio-attachment, announcement prior to service allows waiting-loop free of charge, event billing, agent monitoring & junk call deflection, etc.

Additional Information: CSF product sheet, overview value-added services, manual CoCoRouter