

# Sonus Insight Customer Portal

ACCELERATE YOUR EDGE



A SONUS NETWORKS PRODUCT

## Sonus Insight™ Customer Portal

IP-voice service offerings are growing in popularity as new technology introduces additional capability and complexity. A new way of accessing calling features beyond traditional telephone star codes is required.

With intense competition, customers have many choices and churn can become a critical problem. Customers now expect instant service and 24/7 customer care. Simple customer portals can address both of these needs. The Sonus Insight Customer Portal is a customer care system that allows IP-voice customers to modify their own feature settings. The Portal integrates with the Sonus family of products and allows service providers to improve customer care by offering Web-based access for customers at any time and from anywhere.

**CUSTOMER SELF-CARE /** After logging into a Web page, users can configure their calling features and view their voice messages. The Portal supports the full Sonus product family, including the Sonus ASX™ server, PSX™ server and Insight Element Management System. For business customers, the Portal supports a hierarchy of users and administrators.

**PORTAL FUNCTIONALITY /** By using the Customer Portal, IP-voice customers are able to perform the following tasks:

- > Access the portal and sign-in
- > Determine and configure the current settings for each of the ASX features
- > Manage their voicemail box
- > Change their account information

Customers with multiple telephone numbers can manage the features for each number independently by selecting the right number from a simple pull-down list. The Portal communicates directly with the ASX server and voicemail server to ensure the information is up to date and accurate. In addition, all changes are made in real time and take effect immediately.

The Sonus Insight  
Customer Portal provides  
a turnkey IP-voice  
provisioning system  
that immediately sets  
your services apart  
from the competition.

**FEATURE SUPPORT /** The Insight Customer Portal allows customers to view and modify the settings for their assigned features. These features include:

- > Alarm Call
- > Anonymous Call Rejection
- > Automatic Call Back
- > Automatic Recall (TN Redial)
- > Call Blocking/Forwarding/Waiting
- > Caller ID Privacy Control
- > Distinctive Ringing
- > Do Not Disturb
- > Find Me / Follow Me
- > Hunt Group
- > Message Waiting Indication
- > Selective Acceptance/Rejection
- > Speed Dial 1-digit or 2-digit
- > Voicemail

With the Customer Portal, customers are no longer required to use vertical feature codes or “star” codes. The Portal provides a visual and intuitive mechanism to administer features.

**CHANGING FEATURE SETTINGS /** The figures below show the basic steps required to access IP-voice feature settings using the Portal.



**Step 1:**  
Sign-in to the Portal, using the telephone number and PIN



**Step 2:**  
Select the feature to view and modify



**Step 3:**  
View current settings. Make changes as required. Press 'Save' to confirm OR 'Cancel' to return without saving

**SYSTEM DEPLOYMENT /** The Insight Customer Portal is a carrier-grade application that is deployed with Sonus products. The Customer Portal provides direct access to both the Insight SMS and the IP Unity Platform. The Portal application is a Java application that runs on the BEA WebLogic Application Server (Release 9.2). For the purpose of this application, the BEA server can be run in either single-node or multi-node operation.

**BRANDING AND LOCALIZATION /** Since it is important to provide a consistent and unified customer experience, the Insight Customer Portal is designed to be easily changed to suit individual requirements. There are several levels of customization available. The most basic type is branding which involves modifying the look of the Portal. All of the images, layouts and colors can be customized to reflect the desired corporate style. These changes are made by replacing graphics images and modifying the cascading style sheets that define how the pages are displayed.

## Feature Bundling & Service Blending:

- > Improved customer care
- > Real-time access to voice features from anywhere
- > Pre-integrated with Sonus products for rapid deployment
- > Interface can be easily re-branded to match existing Web portals
- > Eliminates complex “star” codes for feature configuration
- > Self-care capability improves customer service and reduces operational costs for IP-voice services.

The next level of customization involves changing the display text and/or language. This includes the displayed strings as well as the text messages that are returned following the various user interactions. This text is defined as several 'dictionary' files which can be modified or replaced as required to support the local language preferences of the users. The system supports the full 4-byte UTF-8 character sets.

The final type of customization involves the on-line help. The system help files, which provide context-sensitive help for users, can be translated to suit local requirements and provide context-sensitive help for the users. When used in combination, these different levels of customization allow the service provider to completely tailor the Insight Customer Portal user experience.

**BEYOND SELF-CARE /** The Insight Customer Portal provides immediate customer care benefits. The system has also been designed to provide a full migration path to a turnkey provisioning operational support system (OSS). Sonus offers a seamless migration from the portal solution to the Sonus Activation Server—a full activation solution for automating the process of turning up new voice services.

The Sonus Activator is pre-integrated with the Sonus product line and offers service providers the option of extending the functionality of the Customer Portal to include automated provisioning and activation of the ASX-based voice services.

The Sonus Activation Server solution enables providers to streamline service delivery for IP-voice and a wide range of IP services, create "smart," revenue-generating service bundles and simplify back-office integration.

**ABOUT SONUS NETWORKS /** Network operators around the world count on Sonus Networks to bring them into the future. We've brought IP to the core since 1997, and today we're a global leader in IP-voice, with over half of the world's top 10 telecommunications providers as our customers.

To learn more about our Global Service products, call your Sonus sales representative or visit us online at [www.sonusnetworks.com](http://www.sonusnetworks.com).



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