

Sonus Insight xAuthority

ACCELERATE YOUR EDGE



A SONUS NETWORKS PRODUCT

Service Provisioning Made Simple

Within every Sonus® IP-voice network is a world of new, revenue-generating services waiting to be unlocked. The key lies in the Sonus Insight xAuthority: a provisioning platform designed to quickly and easily customize, deploy and distribute bundled IP-voice services to your business and residential subscribers.

The Sonus xAuthority
platform delivers
everything you need
to start bundling and
delivering new
IP-voice/media
services right away.

BUILD A BETTER BUNDLE / With xAuthority, you don't need to be a service provisioning expert to bundle with the best of them. The xAuthority platform delivers everything you need to start building and provisioning new IP-voice/media service bundles right away. It gets you to market faster. It increases your competitive advantage, allowing you to adapt your services as the market changes. With xAuthority as your guide, you don't need to be an authority on service provisioning to be a market leader.

NETWORK ABSTRACTION LAYER / The Insight xAuthority platform can host a variety of Sonus Activator modules for service-specific provisioning. Each Activator module provides a high-level interface to integrate network components with front- and back-office systems. The Sonus solution reduces integration complexity by providing a common interface to multiple services and network devices. The result is faster time to market and minimized integration effort, especially when considering a service provider's ever-changing network evolution and product life styles.

ONE PLATFORM, MANY SERVICES / With xAuthority, you can quickly roll out services to tap into lucrative, new markets like enterprise telephony and IP trunking. The highly scalable xAuthority platform supports a variety of service distribution models, including partitioned subscriber services and individually branded portals that allow service providers to present different offerings to different markets. Service providers can even use xAuthority to become a wholesale distributor of services, selling customized offerings through an unlimited number of reseller channels.

The xAuthority platform simplifies the provisioning process to deliver a host of innovative IP-voice services including:

- > Hosted PBX services
- > Unified messaging
- > Fixed-Mobile Convergence
- > Web conferencing
- > and much more

Activator modules are available to address a range of service markets including residential subscribers, business and enterprise subscribers, Voice VPN applications, IP trunking services and more. Each of the Activator modules are based on industry best practices that ensure your service offerings will be on target with your market.

INTEGRATES EASILY WITH YOUR NETWORK / Sonus xAuthority integrates easily with the front- and back-office systems in your network. With standardized interfaces for Web, Java and XML, xAuthority applications can be seamlessly integrated into many operating environments. To accelerate the integration process, Sonus Global Services can install and customize the xAuthority implementation for you or host a tailored Developer Program for your employees.

The Sonus xAuthority platform is designed to activate the IP-voice services generated by Sonus network elements such as the ASX™ Feature Server, PSX™ Policy and Routing Server and Network Border Switch. In addition, xAuthority supports IP-based services built using Sonus' IMX® Multimedia Application Platform and various third-party applications including Movius' Mereon™ Application Server.

END-TO-END SERVICE PROVISIONING / As part of our end-to-end service provisioning environment, Sonus Networks offers a Web-based, self-provisioning solution for subscribers: the Sonus Insight Customer Portal (ICP). With the ICP solution, subscribers can select and update voice-calling features in real time via an easy-to-use Web portal to:

- > Manage personal/business voicemail
- > Change account security settings
- > Set call alarms and distinctive ringtones
- > Customize call blocking, call rejection and do not disturb
- > and more

Sonus Insight xAuthority and ICP together create a complete, seamless solution to service provisioning that automates the creation, distribution and personal customization of IP-voice services. It's simply the fastest, most effective way to ensure that your subscribers are getting the services they need, when they need them.

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.

Hit your targets with xAuthority

Insight xAuthority helps you create innovative service bundles that combine the right mix of calling features with the right pricing for each of your target markets:

- > Out-of-the-box workflows that capture best practices for IP-voice provisioning
- > Pre-integrated software adapters for Sonus network elements
- > Support for entire IP-voice feature set
- > Support for wholesale distribution models
- > Sophisticated entitlements management and multi-tiered administration
- > Expandable to other services, beyond voice
- > Standard interfaces to OSS/BSS systems
- > Compatible with SOA/SDP architectures

A C C E L E R A T E Y O U R E D G E



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