The Infozech Bulletin

A monthly Newsletter brought to you by Infozech **www.infozech.com**

editor's note

Friends,

This month, the Infozech Bulletin talks about the company's participation in leading global fora including the TeleManagement Forum as well as conferences and exhibitions such as the PTC '05. Both these platforms gave Infozech the opportunity to learn about key trends and developments taking place within the ICT sector and participate in BSS/OSS activities.

The February issues also brings you face-to-face with Mr. Ankur Lal, CEO, Infozech, who answers key questions related to the overall ICT environment, trends defining the telecom billing segment and Infozech's expanding role in this market. Mr. Lal talks about Infozech's preparedness for the converging IP and mobility space and the company's edge within the emerging telecom market.

In this issue, we also provide you with a close up of iCAS, a cutting-edge wholesale billing and settlement solution from the product portfolio of Infozech. iCAS enables service providers/carriers manage their customers and interconnecting partners, control costs and improve cash flow.

We also show you how a leading Japanese VoIP service provider is using Infozech's eBill to remain competitive

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news

The TeleManagement Forum gains a new member in Infozech
Company aims to participate in its BSS/OSS activities

Infozech has recently become a member of the TeleManagement Forum. The TM Forum is a non-profit global organization, whose membership comprises incumbent and new-entrant telecom service providers, computing and network equipment suppliers, software solution suppliers and customers of communications services. The TM Forum has been contributing to the growth of the Information and Communications Services (ICS) industry for over 15 years.

Infozech is aiming to be a part of the Forum's new initiatives related to the standardization of the Billing and Charging aspects of OSS/BSS. Recognizing the fact that charging, billing, revenue assurance and third party settlement considerations have to be integral to intelligent OSS development, Infozech is interested in working with TM Forum teams to address some of the key business challenges being experienced by network operators and service providers across the globe.

"Infozech has joined the Forum primarily for its BSS/OSS activities. We are looking to participate in resolving the problems of Tier 1 carriers in the convergence of IP and mobility," commented the company's CEO, Mr. Ankur Lal, who also presented a Paper on the opportunities in broadband services at a recent Forum meeting.

Infozech logs in a presence at PTC, Hawaii

Infozech was recently a part of PTC's January 2005 conference, which had as its theme, "Broadband and content: From wires to wireless." The annual conference, which provided attendees with insights on the future of ICT, was specially focused on the adoption and implementation of multiple forms of wireless communication.

The PTC '05 Forum took up topics related to the impact on infrastructure of expanding content and usage, that were filling broadband capacity. Who will build it and who will pay for it? Determining the value of that content, its mode of delivery and the potential returns were some of the key issues of discussion at Hawaii.

Attendees at the Forum also deliberated on the issues of future demand, besides content, access and use. The questions of security, privacy, regulatory concerns and delivery systems were spotlighted, alongside the issue of legacy companies with their Plain Old Telephone Services and their future. Infozech not only showcased its products and services at PTC '05, it also participated in face-to-face networking, workshops, roundtables and special interest activities such as satellite and submarine forum sessions.

Deloitte's fast growing technology companies in APAC listing features Infozech

Infozech has been recognized by global business intelligence major, Deloitte, as one of the fast growing technology companies in Asia-Pacific. The company bagged an Award under the Deloitte Technology Fast 500 Asia Pacific 2003 Program, which placed it among the front-runner ICT companies in the region.

Infozech makes the shortlist for NASSCOM's Innovative companies for 2003

Infozech also made it to the shortlist of I8 Innovative Indian ICT companies for 2003, an initiative unveiled by NASSCOM, the country's premier chamber of commerce and association of software and services organizations.

Infozech
Convergent Billing & Settlement Solutions

Japanese VoIP service provider uses Infozech's IVR, prepaid and Radius solution to remain competitive
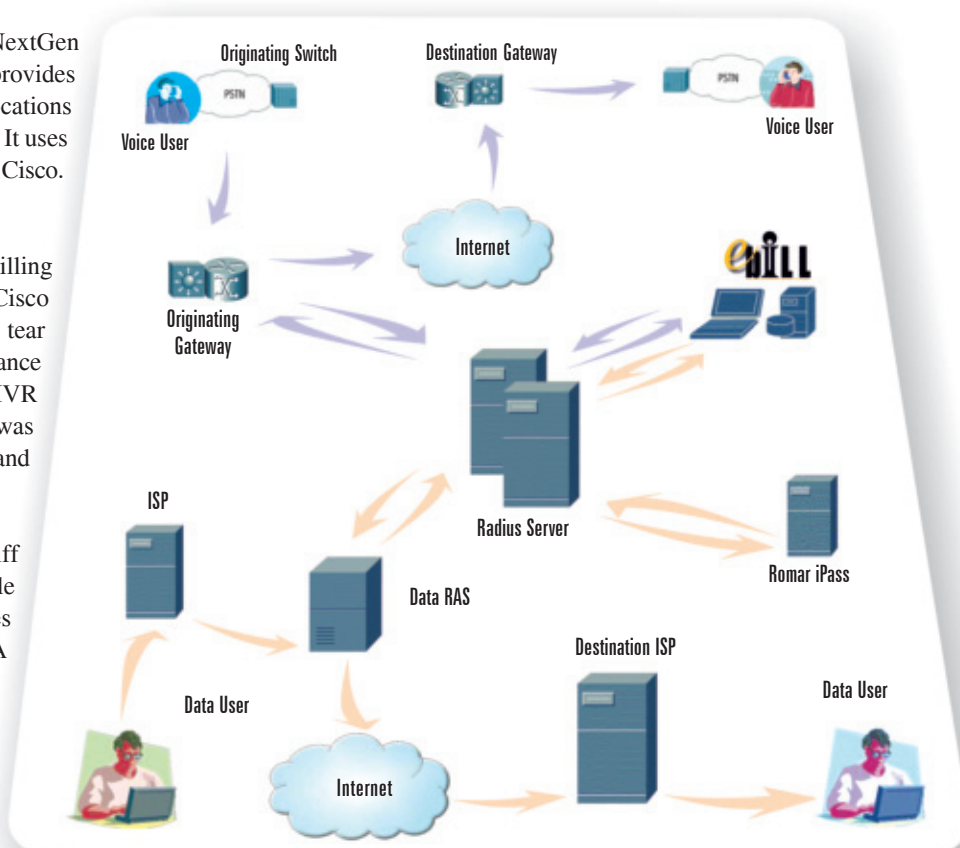
The customer

The client is a rapidly growing NextGen VoIP operator in Japan. The client provides long-distance services to several locations within Japan and all over the world. It uses communications infrastructure from Cisco.

The requirement

The client wanted a VoIP-based billing system that could integrate with its Cisco AS 5300 switch for real-time call tear down, real-time rating for the balance update and for interfacing with the IVR for fast response times. The goal was to cut the time lag for the customer and beef up business operations.

The Infozech team also had to:

⇨ deliver the solution within a stiff deadline of six weeks to enable the client to launch its services before the start of the FIFA World Cup in 2002, in Japan

⇨ implement complex rating rules to support the client's product offerings

⇨ update and recharge prepaid balances in real time

⇨ provide real-time Web report-

ing of customer account balances and call details

⇨ enable online payment and recharge

The solution

Recognizing the need to reduce time-to-market, Infozech put together an aggressive implementation schedule using its flagship billing and customer care solution, eBill. The solution was delivered in time and within cost. In addition, it was integrated with third-party products for payment and roaming ISP (iPass) interface.

Infozech pens new deals with Building Technologies and Da Vinci

Infozech has inked a new arrangement with Building Technologies (BTI), a well known provider of managed broadband and voice services to business and residential customers in Canada. Infozech will be providing them its billing and customer care solution, eBill on a hosted environment and manage BTI's billing process on an outsourced basis.

The company has also entered into a relationship with the Da Vinci I.T. Group, a leading provider of personalized customer service and custom tailored solutions in the networking and Internet/intranet domains. Da Vinci partners with customers for the development of comprehensive architecture plans that work within their organizational models and fit their operating budget.

Infozech has appointed Da Vinci as a partner to integrate and resell Infozech products to carriers entering the VoIP arena.

How it worked

On the voice side

- ► The call was initiated from the voice user through the PSTN network
- ► The call landed on the Gateway server, which requested the Radius server for AAA (Authentication, Authorization and Accounting)
- ► The Radius server then requested eBill for validation
- ► The call after AAA and validation was passed to the destination gateway through the Internet
- ► The call then terminated to the voice user through the destination PSTN

On the data side

- ► The call was initiated from the data user through the ISP server
- ► The call landed on the Data RAS
- ► The data RAS requested the Radius server for AAA
- ► The Radius server then forwards the processing to roamer iPass
- ► The Radius server requested iBill for validation
- ► After AAA and validation, the call then terminated to the destination data user through the destination ISP

Benefits achieved by the customer

Using the Infozech solution, the customer was able to:

- ⇨ provide customer self care using a telephone interface and customized IVR programs
- ⇨ use complex rating rules to support its product offerings
- ⇨ update and recharge prepaid balances in real time
- ⇨ enable ANI registration and detection (up to 9 ANI)

Recognizing the need to reduce time-to-market, Infozech put together an aggressive implementation schedule using its flagship billing and customer care solution, eBill.

- ⇨ allow for online payment and recharge
- ⇨ instantly terminate service based on predefined policy thresholds

- ⇨ create reporting for enhanced operations and customer management
- ⇨ create inbound and outbound traffic reports based on ports or gateways
- ⇨ provide IVR prompts in multiple languages to its users
- ⇨ allow for the transfer of amount from a new card to an existing card via the Web or telephony interface
- ⇨ provide complete Agent care on the Web

Reasons for selecting Infozech

The Japanese customer chose Infozech's eBill after careful investigation and due diligence. The client picked Infozech and eBill for the following reasons:

- ⇨ Low cost of Acquisition and Maintenance
- ⇨ High availability with fail-over implemented
- ⇨ Infozech's high levels of responsiveness to client needs
- ⇨ Infozech's sound understanding of the client's business and billing requirement
- ⇨ Sound Understanding of the client's business and billing needs
- ⇨ Infozech's flexibility to customize the solution in line with the customer's specific requirements
- ⇨ eBill's ease-of-use features and its systems administration capabilities

## MUST ATTEND EVENTS

MARCH

5th Annual Telecom Week

Dates: March 7-11, 2005

Venue: International Hotel, Bangkok, Thailand

URL: www.iir.com.hk/bt423/index.html

About the event: IIR's 5th Annual Billing/RA/Prepaid for Telecoms Week is the premier event in Asia which covers inter-related topics. Now in it's fifth year, the event offers delegates the opportunity to meet with decision makers working on Billing, CRM, OSS, Prepaid, Revenue Assurance and Pricing Strategies.

APRIL

BillingSystems 2005
4th - 7th April 2005 Olympia London
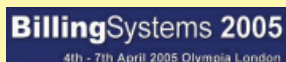
IIR's Billing Systems Conference and Exhibition

Dates: April 5-7, 2005

Venue: Olympia 2, Level 1, Hammersmith Road, London

URL: www.iir-billingsystems.com

About the event: IIR's Billing Systems conference and exhibition, now in its 12th year, will offer insights on the issues of communications billing and customer, partner and revenue management.

MAY

Billing & OSS Exhibition & Conference

Dates: May 4-6, 2005

Venue: Philadelphia Marriott Downtown, Philadelphia, USA

URL: www.telestrategies.com/boss05/index.htm

About the event: Billing & OSS World is a leading source for all the leading technologies, services, products, knowledge and strategies needed to support service providers' back office operations.

AGENDA 2005

This month, we talk to Ankur Lal, CEO, Infozech, on a host of issues concerning the ICT sector, including key trends defining Next-Gen telcos, the emerging converged IP and mobility environment and the hot markets and technologies to watch out for in the future.

Here are some extracts from the interview:

What would you say are the key requirements of telcos today, particularly in the area of billing solutions?

I believe more and more players are jumping into the ICT segment. There is certainly more competition in the VoIP marketplace. The customer wants differentiated VoIP offerings that go beyond data and vanilla voice services, such as conferencing, voice mail, personalized ring tones, video conferencing and IP TV. These are what I consider exciting services.

The mechanism to charge for these services would be different from existing tariffs.

It could be a combination of subscription based, limited bundled offerings or all-you-can-eat.

Also, since these are new services, they need to be promoted to the critical mass and may have to be cross-discounted. The key challenge before telcos is to have a flexible solution to be able to price these services and keeping it simple. To acquire customers, pricing has to be simple. Therefore billing and provisioning systems must be able to create packages which can be easily communicated to the consumer and at the same time, maximize revenue for the service provider. In addition, it must be possible to create these packages quickly.

What are some of the trends defining the settlement segment?

In the converged IP space, success will lie in taking an effective partnership of service providers and content players to customers quickly. This can only happen when the partnership is based on a solid foundation and involves a Next-Gen organization and a state-of-the-art settlement system. Telcos need to have systems to provision new partners and administer complex billing relationships quickly and reliably.

How different are the needs of Next-Gen and emerging telecom services providers from incumbents? How is Infozech geared up for both market segments?

Next-Gen telcos need to act a lot faster than incumbent telcos. The pace of services growth is much quicker and to scale to that, these companies have to be more nimble. Online gaming, for instance, is going to grow several fold

> # "Our solutions allow for just-in-time hardware additions because of their linear scalability. This gives the customer flexibility and an immense cost advantage."
> ## —Ankur Lal

in the next two-to-three years. What's happened to text messaging in the last three years, is just the tip of the iceberg!

In the midst of this chaotic growth, telcos need to make suitable adjustments in their tariff mechanisms, to ensure that they do not give away services for free *or price services so high that it becomes a deterrent to adoption by customers.* Infozech has created the world's best-in-class products specially focused on Next-Gen services, to help telcos improve their velocity of responsiveness.

Why do you believe Infozech is strongly positioned in the telecom vertical? What are your key differentiators in terms of products and services?

For a telco, success lies in its ability to rapidly scale and achieve economies of scale. Infozech provides its customers economies of scale that are of a higher magnitude than those of any other vendor.

We have acquired customers such as Voiceglo who are pioneers in the voice-over-broadband segment. Infozech has also managed to perfect its solution with over 36 different clients worldwide. We have a strong understanding of the needs of telcos. Our products are geared to handle simple packages and yet have the ability to create complex pricing methods attached to them. In addition, our solutions are high performance and available on the platforms of choice that telcos may adopt such as Sun, Windows, or Linux.

What are the kind of benefits that Infozech customers derive from using the company's solutions? In broad terms, how do these solutions impact Total Cost of Ownership (TCO) and Return on Investment (RoI)?

Our customers get significant reduction in TCO because of the high performance of our solutions. Customers have to invest less in hardware. Hardware investment, in fact goes down by up to 90 percent.

Our solutions allow for just-in-time hardware additions because of their linear scalability. This gives the customer flexibility and an immense cost advantage.

In addition, we deploy the solution much faster, which provides a net increase in RoI.

Our solutions also perform very well on all leading hardware platforms. Our product i-Rater recently achieved breakthrough performance on the cutting-edge Sun Solaris10/Sun Studio 9 platform, making it one of the world's fastest rating engines.