TELEPHONY AND VOIP SOLUTIONS FOR
Cable Service Providers

VoIP Solution

VoIP Infrastructure Implementation Benefits

- Avoid Telecom Point of Presence Installations and Regulatory Compliance

- Target Customers Located Outside the Principal Service Area

- Low Interstate and Long Distance Charges and Switching Fees

- Support Post-Paid Telephony Service for Low-Credit-Score Customers

- Support for Hosted Conference, Follow-me, and Voice Mail Functionality

- Introduce Additional Telephony Services

- Reduce Customer Churn Rate

- Automated Provisioning System utilizing PacketCable/DOCSIS2 .0

- Support PSTN/SS7/ISDN/CAC/CAS and VOIP/H323/SIP/MGCP Interfaces

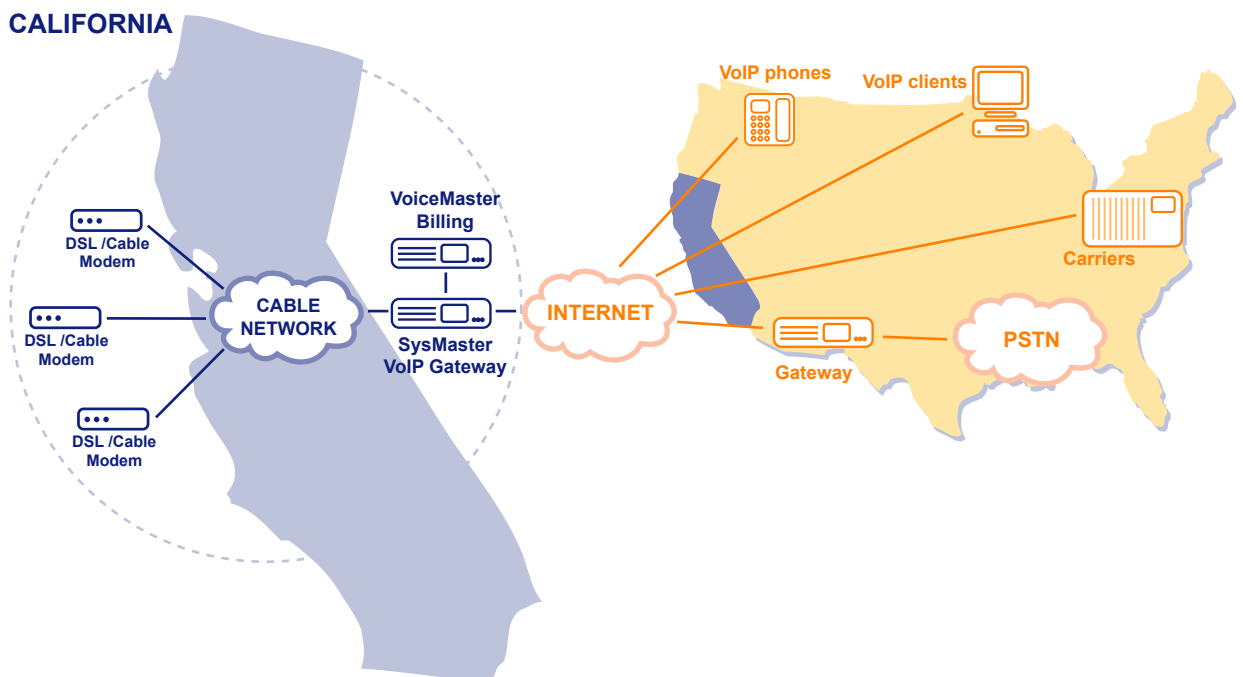- Supported Advanced IP Centrex and Hosted PBX Functionality

Why VoIP?

Avoid Telecom Point of Presence Installations and Regulatory Compliance

SysMaster VoIP/PSTN and Softswitch solutions allow cable operators to avoid development of POP (point-of-presence) infrastructure that requires local regulatory certifications. Cable operators are not considered telephony service providers and thus they are not subject to local regulation and compliance.

Low Interstate and Long Distance Charges and Switching Fees

SysMaster Softswitch and Billing solution allows call termination to be arranged via alternative long distance and international voice carriers and dramatically reduce the overall call charges and switching fees. This is achieved by utilizing public networks (the Internet) for 99% of the call route, thus reducing the overall call charges to a nominal third-party termination fee. Local POP installations are not required for VoIP infrastructure support.

CALIFORNIA

DSL /Cable Modem

DSL /Cable Modem

DSL /Cable Modem

CABLE NETWORK

VoiceMaster Billing

SysMaster VoIP Gateway

INTERNET

VoIP phones

VoIP clients

Carriers

Gateway

PSTN

Target Customers Located Outside the Principal Service Area

SysMaster Billing and Routing solution allows telecom companies to target customers outside their principal service area and provide basic telephony and IP Centrex services. Cable businesses can support outbound long distance and international call routing as well as inbound call routing and IP Centrex to provide complete telephony solution. This is a service currently offered by VoIP providers like Vonage, 8x8, among others.

Support Post-Paid Telephony Service for Low-Credit-Score Customers

SysMaster Billing solution supports pre-paid and post-paid service models to allow easy accommodation of pre-paid calling plans for low-credit-score customers. This allows cable companies to sign up virtually any type of customer regardless of credit history or physical location.

Introduce Additional Telephony Services

SysMaster VoIP/PSTN and Softswitch solutions support a great variety of Class 4 and Class 5 telephony services such as IP Centrex, Conference, Voice Mail, Follow-me/Find-me services. The variety of services allows cable companies to offer such services to customers and businesses in ASP or hosted mode. For example, the providers can offer value-added Voicemail, Centrex, Conference services to their customers to improve their product offering and reduce churn rate. The services also allow cable operators to compete with local telecom companies and convert third-party customers to their VoIP phone service.

Support for Hosted Conference, Follow-me, and Voice Mail Functionality

SysMaster Advanced Conference, Follow-me, and Voice Mail platforms offer advanced value-added services to subscribers and complement the IP PBX and IP Centrex offering. Using the hosted service, billing model providers can offer complete business service packages to new and existing customers.

Reduce Customer Churn Rate

SysMaster Billing and Routing Platform offers variety of supported services to support service bundles like ISP billing, Telephony billing, and Telephony specialty services (such as IP Centex, Voice Mail, Conference, Callback, Calling Card, etc.) Service bundles greatly reduce customer churn rates and improve the overall customer satisfaction and long-term loyalty.

Automated Provisioning System utilizing PacketCable/DOCSIS2 .0

SysMaster Billing and Softswitch solution supports automated SOHO/ATA/Modem device provisioning via PacketCable/DOCSIS2.0 and DHCP infrastructure. Once installed the end-user devices can be re-configured via DOCSIS or via Dynamic TFTP APS provisioning.

Supported PSTN/VoIP Interfaces and Regulatory Compliance

SysMaster Billing and Routing offers flexible interfaces to traditional telecom switches via SS7, ISDN, CAS, MFC/R2, and CAC interfaces with government CALEA and E.911 compliance. In addition, the platform supports the most popular VoIP protocols including H.323, SIP, and MGCP with transcoding and protocol conversion capability.

Supported Advanced IP Centrex and Hosted PBX Functionality

SysMaster Advanced IP PBX and IP Centrex Class 5 platform allows service providers to offer advanced (VoIP/H323/SIP/MGCP and PSTN/ISDN/CAS/SS7) services to subscribers such as Basic IP Centrex and Advanced IP Centex. The system supports both pre-paid and post-paid billing on event or time basis. Additional services provide extended revenue opportunities and reduce customer churn rate.