

## CREALOG SERVICE DELIVERY PLATFORM



### MULTIMEDIA TELEPHONY APPLICATIONS FOR TELCOS

#### VALUE PROPOSITION

##### **Configurable and Flexible Solutions**

CreaLog offers a complete “Made in Germany” BSS/OSS. The portfolio with out-of-the-box functionalities, templates and modules manages all crucial processes in your company from network resources to customer interfaces.

Highly flexible and easy to customize solutions allow you to adjust your system according to your company’s needs.

##### **Customer-Centric Approach**

Our customer-centric and cost-efficient approach meets the CSPs need for the introduction of new applications and consolidation of multiple applications on one platform to face the challenges in the Digital World.

##### **Cost-Efficient BSS/OSS Transformations**

We take pride in being an agile organization – you benefit from short decision-making and easily access the relevant experts from each domain.

Our solutions are available for all networks with a clear migration strategy from TDM and NGN to IMS.

Our CreaLog Telecom Platform, is a completely “Made in Germany” and fits into any CSP network. With full support for geo-redundancy and comprehensive cluster capabilities, we can guarantee Carrier and Telco-grade availability.

The Service Delivery Platform (SDP) underlies all of our Standard Applications, and you can use it to build your own Custom Applications with the Service Creation Environment (SCE), as illustrated on the following page.

The layered architecture is tailored to the specific needs of CSPs. The SDP access layer integrates seamlessly into any signaling network and can terminate all communication channels, including:

Voice, Video, Interactive Web Sessions, SMS, MMS, WebRTC.

Voice-first devices are also supported, such as Amazon Alexa, Google Home and others.

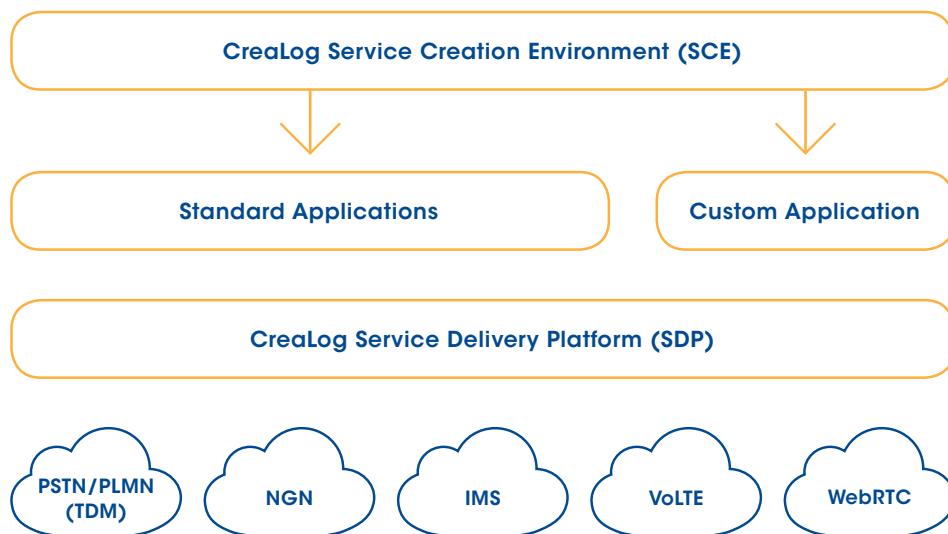
#### ARCHITECTURE

The SDP is a comprehensive platform for all applications on the telecommunications market, including:

- communication
- signaling
- media
- messaging

#### BENEFITS

- Fast service deployment and provisioning
- Reliable solutions through seamless scaling and integration
- Minimal time-to-market when launching new services
- Open and standards-based architecture allows for flexible customizing
- Reduces costs while enhancing user experience
- Full virtualization
- Reduced CAPEX and OPEX



## VALIDATED BY BROADSOFT

Our Call Recording Platform has been validated by BroadSoft as interoperable with the BroadWorks SIP Interface. BroadSoft is a technology innovator in cloud PBX for businesses and service providers across 80 countries.

## CREALOG STANDARD APPLICATIONS

We offer a complete portfolio of proven applications, some of which are illustrated below.

### Number Translation Services (NTS)

Number Translation Services (NTS) are essential for CSP who offer flexible number routing and voice VPN services. It handles landline and mobile numbers, as well as premium rate and toll free numbers. NTS gives corporate customers the flexibility to move individual employees or entire departments from one location to another without the need to change a single phone number.

### Voice Services (VSV): Announcements, IVR and Speech-enabled Services

Voice Services (VSV) can be implemented on the SDP using the Media Resource Function (MRF). Moreover, voice services such as announcements, IVR or speech-enabled services can be combined with other CreaLog applications, such as the Cloud Contact Center (CCC) or the Call Recording Applications (CRA). Using VSV, CSP can offer their customers a wide range of voice portal technology, including:

- simple announcements
- sophisticated speech recognition
- text-to-speech
- voice biometrics technology
- much more ...

### Cloud Contact Center (CCC)

Cloud Contact Center (CCC) opens up a world of opportunities for CSPs to approach their corporate customers with a compelling value proposition. Organizations of all sizes can now deploy contact center functionality without the need to invest in their own infrastructure.

### Mobile and Fixed Network-based Recording (MFR)

Being able to record communications is increasingly in demand in many markets. It is already a widespread feature of contact centers. In addition, the EU's "MiFID II" directive has introduced a corresponding requirement for financial institutions – which is expected to expand to other industries shortly, such as the insurance industry or the telemedicine industry.

Consequently, CSP are faced with a continuously growing demand for the ability to record communication of all kinds (phone calls, SMS, MMS, etc.) using any device on any network (e.g. IMS or TDM), and store it on the fly in a secure and encrypted way along with the associated metadata.

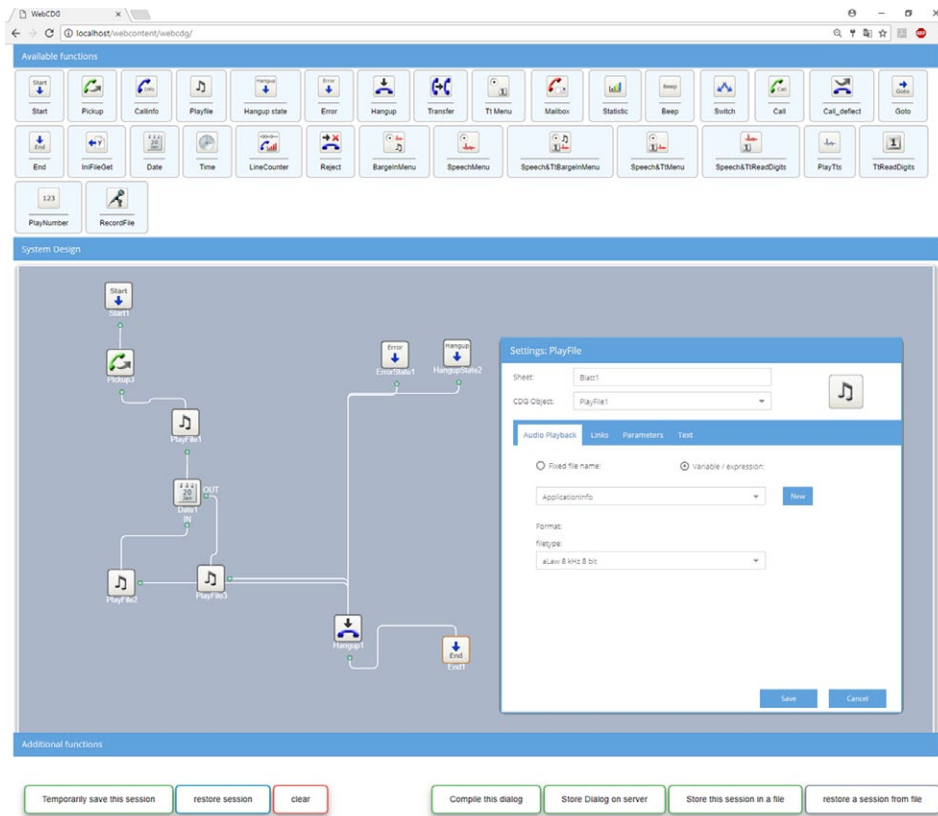
### Voice-first Devices

Our applications support services for voice-first devices, including speech and Artificial Intelligence (AI) technologies, such as: speech recognition, speech synthesis, speech analytics and many more ...

## ADMINISTRATION AND SERVICE CREATION ENVIRONMENT

The SDP easily integrates into any CSP network. We offer a rich choice of off-the-shelf Standard Applications, but we also use a powerful Service Creation Environment (SCE), which meets all your needs for creating new and enhanced applications, thereby enabling you to react quickly to changes in the market. With a fully graphical user interface, the SCE allows for easy integration of databases and web services. Centralized configurations, as well as distributed deployments with a centralized but geo-redundant management back end, are supported.

The platform supports SIP and RTP standards as well as TDM protocols with INAP, CAP and MAP. Since the application server layer is independent from the access layer, migration from traditional TDM networks to IMS and 5G is easy. Applications can be used in both worlds at the same time. The optional CreaLog Service Broker and CreaLog Gateways set up and manage the coexistent connectivity to multiple Telco networks.



Flow Designer - Service Creation Environment

## BROAD APPLICATION PORTFOLIO

- Fast service deployment and provisioning
- Reliable solutions through seamless scaling and integration
- Minimal time-to-market when launching new services
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- Full virtualization
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## INTERNATIONALLY PROVEN PLATFORM

Reference deployments include A1 Telekom Austria, Deutsche Telekom, POST Telecom Luxembourg, Swisscom, UNITEL (Angola), Vodafone.

## COMPONENTS

### SIP AS

Our SIP Application Server (AS) is part of our Telecom Platform. CreaLog Application Servers offer a flexible platform for all applications, including the above mentioned off-the-shelf applications as well as new applications, which can be created rapidly and reliably using the powerful CreaLog Service Creation Environment.

### SIP MRF

Designed to work inside IMS networks, our Media Resource Function plays announcements, records user input, collects DTMF input and recognizes voice input with sophisticated speech recognition.

### ASR / TTS / BIOMETRICS

CreaLog's state-of-the-art automatic speech recognition (ASR) software enables the platform to recognize not only individual words, but entire sentences. This allows service providers to implement complex dialogs quickly and effectively for a broad range of self-services. Speech synthesis (text-to-speech) converts any written text to spoken language, making it easier to query timetables, departure and arrival times, or event dates. Unlike other biometrical technologies such as iris scan or fingerprint capture, biometrical voice identification can be used flexibly in any situation where a phone is at hand.

### IM-SFF / SS7 SUPPORT

A range of different technologies is supported, allowing new applications to be implemented in IMS and Next Generation Networks (NGN)

while preserving and leveraging existing investments. CreaLog IM-SSF helps CSPs share each application across different underlying networks. It can easily be integrated with any network topology including SS7 TDM networks.

## NETWORK COMPATIBILITY

### IP MULTIMEDIA SUBSYSTEM (IMS)

The CreaLog platform is IMS-compliant and can be implemented in appropriate networks quickly and easily. The IMS allows standardized access to services from different networks. This is based on an all-IP network, allowing CSPs to connect traditional mobile networks to IP-based networks.

### VOICE OVER LTE (VOLTE)

The CreaLog Service Delivery Platform is ready for VoLTE networks and new features such as HD audio, interactive video, and video conferencing.

### WEBRTC

WebRTC (Web Real Time Communication) offers integration of real-time audio and video communication from Web browsers to the CRP's network.

### NGN

The CreaLog Telecom Platform provides for smooth integration with existing NGN structures while their operators move on to IP technology.

### PSTN / PLMN (TDM)

Compatibility with traditional mobile and fixed network structures is ensured. Both SS7 and SIP-I networks are supported.

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