

CREALOG NUMBER TRANSLATION SERVICES

A SOLUTION FOR THE FUTURE THAT WORKS TODAY

Many organizations have learnt to value non-geographic telephone numbers as fast and easy way for existing and—perhaps more importantly—prospective customers to contact them. Companies of all sizes reap the benefits of consumers being able to call at little or no cost in response to a sales pitch or to discuss business matters.

Organizations operating across multiple area codes and time zones use universal access numbers to enable consistent customer communications at any time or place. Whenever or from wherever a call might come in, a call center agent will be available to handle it. On the other hand, expanding businesses can use non-geographic numbers to reach beyond their local markets.

The reasons for this may differ but as likely as not, the inherent deficiencies of number translation services based on traditional, outdated technologies fall short of supporting the kind of versatile and cost-effective solution that both businesses and operators have come to expect in today's world of universal connectivity.

Enter CreaLog NTS, the game changer in terms of capability, compatibility, and ease-of-use. With this system, the shortcomings of number translation services based on vintage, proprietary equipment are a thing of the past.

SOLUTION

- CreaLog NTS server
- For freephone, universal access and value added service numbers
- Time dependent routing
- Origin dependent routing
- Service Number dependent routing

BENEFITS

- SIP based and therefore future proof
- Network and device independent
- High capacity
- Highly customizable
- Flexible operating options
- Concise statistics

FULL RANGE OF SERVICES

CreaLog NTS supports a comprehensive range of freephone, universal access number, and premium number services, which are typically known by their dialing prefix codes like 8XX, 08XX, 9XX and others. The solution translates these numbers into specific end points that business customers can freely configure and re-configure according to their needs.

Routing options are programmable, the most common of these being time-dependent and origin-dependent. Time-dependent routing allows a corporate customer to route incoming calls to different destination numbers depending on the time of day. A typical use case for this is a large organization with a local call center and another in a different time zone, possibly located offshore. With time-dependent routing, calls can be directed to the different call centers depending on the time of day. Another option would be to route calls received outside office hours to a message recording service.

As the name implies, origin-dependent routing allows business to specify different destination numbers based on the call's origin. This enables corporate customers to vary the call's treatment depending on where it comes from—and therefore routing it to a call center agent speaking the callers language or familiar with the caller's home town or geographic region.

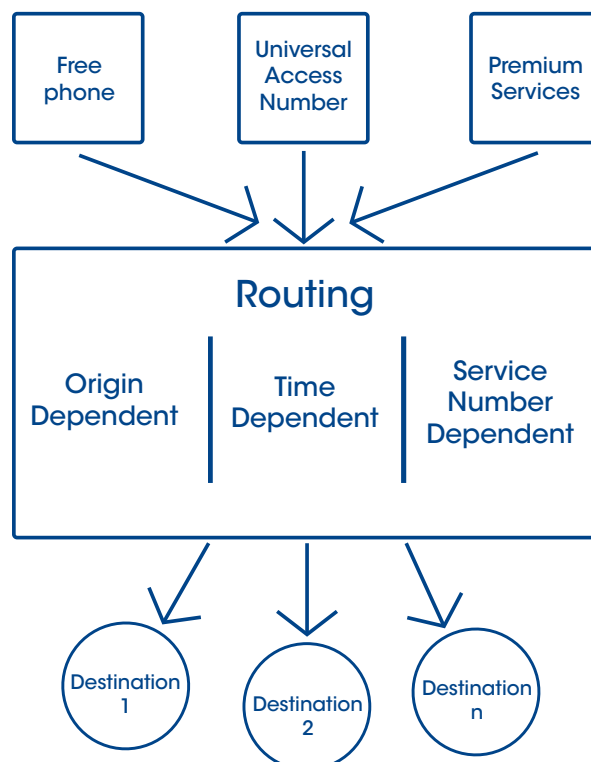
BROAD ROUTING OPTION CHOICE

CreaLog NTS offers the following full range of time, origin and service number dependent routing options.

- Time-dependent routing -> Calendars for daily, weekly, monthly, yearly or one-off times periods.
- Origin-dependent routing -> Calling party's number prefix, calling party category (CPC – e.g., payphone), calling identity restricted, calling identity not available, international, and operator calls.
- Service number dependent routing -> Common routing behavior for all calls followed by differentiating according to the service number dialled.

BENEFITS

- A single integrated platform
- Universal workflow engine
- Multi-channel capabilities
- Numerous proven ICT connectors
- Modular system architecture



ADDITIONAL, ADVANCED ACTIONS OF THE CREALOG NTS NODES

- Intermediate announcement
- PIN authorization
- Prompt and collect menu
- Load distribution routing
- Routing query

NTS CONFIGURATION

One of the CreaLog NTS solution's strong points is its recursive design. This allows users to configure powerful routing algorithms combining nodes with different routing criteria such as time of day, origin, or user input. The translation rules mapping called numbers to end points are implemented with the help of routing trees that can easily be designed and modified using the solution's web-based GUI.

This intuitive interface is designed to leverage the roles used in other NGIN services for corporate users. The operator can choose the level of permissions it assigns to individual corporate users, allowing them to manage routing trees themselves, and/or manage other service options such as service barring rules, as the case may be.

CreaLog NTS also features a reporting portal that can collect detailed statistics and present them in a user-friendly interface.

SIP – STANDARD OF THE FUTURE FOR TODAY'S SOLUTIONS

The Session Initiation Protocol (SIP) is a state-of-the-art, open protocol for signaling and controlling multimedia communication sessions. Rooted in the IP communications world, SIP's most common applications include Internet telephony as well as instant messaging via Internet protocol (IP) networks.

Because it is based on SIP and does not depend on proprietary Intelligent Network protocols and systems, CreaLog NTS provides maximum interoperability between service providers and telecommunications equipment. CreaLog's solution is future-proof by design and based on the SIP standard, will embrace any type of evolution in networks, equipment, and end-user devices.

SIP is a flexible protocol, allowing to add more features while retaining interoperability with existing SIP-based equipment. But businesses of all sizes can use CreaLog NTS to implement a sophisticated number translation solution with their existing equipment even before they are ready to move on to SIP. CreaLog NTS works with networks of all kinds today and will continue to do in a SIP based future.

EXPERTISE

- Benefit from our long-term experience with routing in large networks of many Tier 1 Telcos

CREALOG NTS: HOW TO STAND OUT IN THE CROWD COMPELLING BENEFITS FOR OPERATORS AND THEIR CUSTOMERS

Most organizations using non-geographic numbers have them play an important role in their customer contact strategies, offering benefits far beyond run of the mill telephone numbers. Telephone operators seeking to stand out in the crowd of voice service providers can profit from the great value offered by CreaLog's advanced number translation service. Its compelling benefits include:

- **Future-proof technology**
CreaLog NTS is a SIP based solution ensuring interoperability with present-day equipment of any kind while ensuring a smooth transition to SIP based networks if and when the need arises.
- **Network and device independent**
Handles traffic from and to both IP and circuit-switched networks equally well. End destinations can equally be circuit switched or IP based, fixed or mobile, PBX, ACD, and more.
- **High capacity**
Telco-proven platform with overload protection and options to limit traffic per customer and destination.
- **Highly customizable**
Easily adapted to a broad range of customer requirements and scales to fit all subscriber market segments.

- **Legal compliance guaranteed**
Designed to accommodate any and all legal requirements for premium-rate call services.
- **Enables customer self-management**
The operator determines the level of control each customer can exert via a user-friendly GUI, empowering corporate users to do their own administration and provisioning.
- **Efficient routing made easy**
Routing configurations can be provisioned rapidly and easily. Customers are able to control routing options in line with their business processes and databases.
- **Flexible operating options**
Can be operated standalone or combined with NGIN Centrex and hosted ACD functionality to offer customers a completely hosted cloud solution.
- **Statistics for customers**
Detailed statistics are available to provide customers with information on the use of their services.

A FLEXIBLE PLATFORM, CUSTOMIZED BY THE MANUFACTURER

Development, project management, and professional support services are all delivered directly by the manufacturer, CreaLog. All solution design and development work is done domestically and customized for you: Made in Germany.

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