

PRODUCT overview

VOIP REAL-TIME WIRELESS IP SERVICES FLEXIBLE DATA SERVICES SCALABLE BROADBAND

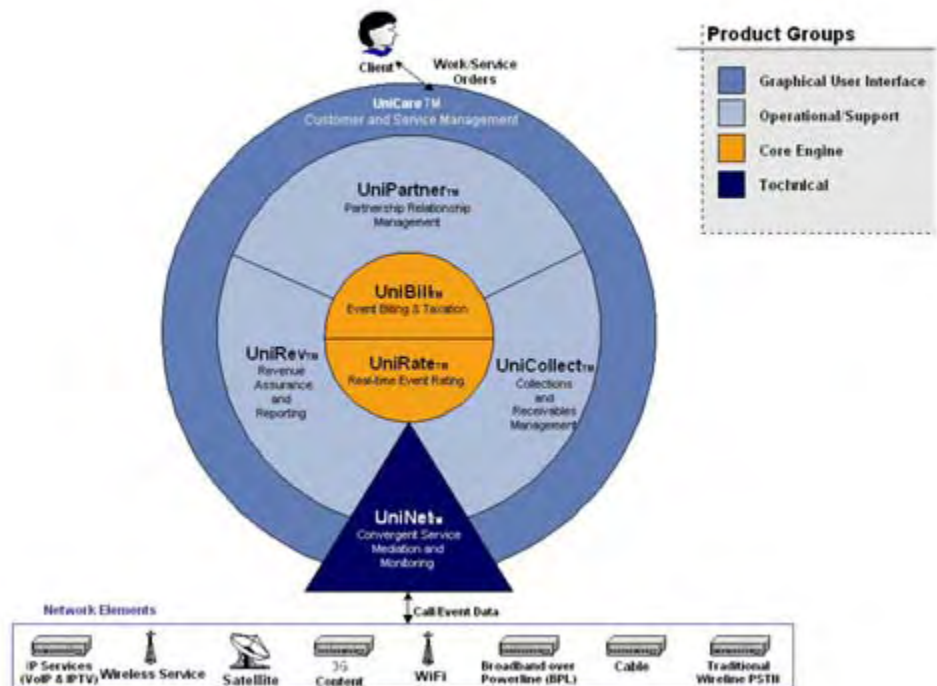
Dynegent Technologies Inc. has been providing an extensive portfolio of Billing, Customer and Revenue Management (BCRM) technologies, services and expertise for over 16 years. The UniCom suite of products empowers any Integrated Communications Provider (ICP) to efficiently manage their legacy market or core business and accelerate the launch and sale of new IP services and value-added bundled products for Voice, Video and Data/Content.

Built on a convergent, scalable and dynamic modular component-based architecture, UniCom is truly the most cost efficient carrier grade platform which also enables the consolidating of redundant Business and Operational Support Systems for any ICP.

UniCom™ Product Map

The UniCom product suite is a series of modular and interactive components that support next-generation billing, scalable real-time processing, and event-driven architecture.

UniCom™



Order Management and Service Fulfillment

UNICOM offers innovative order and account management functionality designed to provide Customer Service Representatives (CSRs) with a single, comprehensive interface to enter, escalate and manage orders for a multitude of services.

Features

Designed to shorten time-to-market results, the customer-centric web enabled graphical user interface (GUI) is easy to operate and features the following:

Intuitive account and service- driven set up, allowing CSRs to quickly and efficiently signup new accounts with unlimited services in real time with reduced order-entry errors

Flexible account, service, order and tasking capabilities to allow even complex service offerings to be easily ordered

Detailed accounts receivable history enabling all transactions, such as charges, payments, credits, etc., to be reviewed at a glance with a drill down option for each transaction

Complex account hierarchies allowing customer accounts to be billed for a multitude of other accounts with parent and subsidiary billing

Real-time provisioning allowing automated, policy-based account management - including creation, suspension, un-suspension, modification and deletion of accounts and services

Multi-company billing with private branding features

Administrator-defined access levels for CSR functions with automatic audit tracking ensuring an extra layer of protection for your company

Extensive order set up, trouble reporting and ticket management through a plug and play work order management system

To extend the reach of your business and allow you to operate in a 24/7 environment, UNICOM also supports on-demand customer registration via the Web. Customers can enroll online by providing contact information, billing preferences, payment method, services desired, and a variety of demographic data and offer codes (if applicable). Accounts are created in real-time, and orders automatically provisioned to allow immediate service access.

UniCom™

" The enhanced UniCom **Billing, Customer, and Revenue Management** system not only addresses **next-generation telecommunication** services, but also focuses on the supporting **network architecture** that enables **convergent** and efficient **systems integration** "



Benefits

Rapid and Cost-Effective Growth

Integrated Communications Providers must be able to cope with hyper-growth of their customer base. The strain on the business infrastructure handling customer-related operations can be enormous. One way to accommodate such growth is by automating manual day-to-day operations as much as possible. Streamlining customer sign-up, credit approval, real-time charging, account activation, and service provisioning through automation gives you the flexibility to sustain growth. With automation, and customers driving operations such as provisioning and subscription, you can reduce operational expenses dramatically while supporting an exploding customer base.

Ease of Use

With a single, easy-to-learn and easy-to-use interface, **UNICOM** streamlines the complexities of supporting multi-service offerings. CSRs can become proficient with the system with minimal training, so it may be used from day one. A 360-degree view of the customer allows CSRs to answer questions with speed and accuracy, process orders or make account adjustments in real-time. Because CSRs have access to the most accurate and up-to-date information about the customer, they spend less time on service calls, customer satisfaction is increased, and service and support costs are reduced.

Improved Customer Satisfaction

UNICOM's comprehensive real-time service management - including automatic service provisioning - lets your customers use their

services immediately after sign-up, eliminating lead times usually associated with Communications services. You can start generating new revenues immediately and customers can begin to use services right away, creating one seamless online experience. This is critical to making a good first impression when customers initially sign-up, and can inspire the kind of brand loyalty you need in order to sell other, high margin services.

Future-Proof Business System

UNICOM doesn't limit you to be a single service provider based business. The service driven system architecture allows you to rapidly create new services, without any changes to the core system. Backed by solid order management and provisioning capabilities, it ensures you can take advantage of new revenue opportunities, cross-product discounting and offer multi-service portfolios to keep expanding into new markets. Whether it's supporting new services, integrating newly acquired companies within the system or streamlining other smoke-stack systems within the existing OSS infrastructure, **UNICOM** accommodates unlimited services and a multitude of business models.



Billing



Features

Billing is increasingly becoming critical in the strategy of Integrated Communications Providers. As competition heats up, companies must differentiate themselves by introducing new, next-generation services and innovative value-added offerings, each with different pricing structures. However, unlike basic services such as dial-up Internet access and email, certain offerings sit on top of the value chain, making pricing on subscription and rating structures a critical success factor for those companies supplying them. **UNICOM** is specifically designed to accommodate the strenuous billing needs of Communications-based services.

UNICOM supports virtually unlimited services with unlimited event-based pricing models and enables complex bundling and service discounting. All billing activity is tracked and measured, maintaining a complete financial audit trail - regardless of the pricing structures, and discounting complexities, or the number of services - to produce a consolidated detailed bill. Revenue Assurance and financial balancing is a key strength within the overall system architecture.

UNICOM is designed to help reach higher standards in marketing potential and current subscribers by introducing innovative pricing, value-added, differentiated service packages, discounts and other special promotions to entice and retain customers. The system features a powerful

billing and rating engine, combined with a flexible customer care module to ensure that you can sustain a competitive advantage and respond to customer needs in real-time.

Benefits

Unlimited Revenue Opportunities

UNICOM allows you to be proactive in your marketing initiatives. You can create the service packages, pricing schemes and special promotions to meet the demands of your target market in order to maximize customer acquisition and minimize churn. Service bundles, pricing and discounts can be easily configured and modified in real-time to quickly respond to new market dynamics. By defining package content and pricing plans that meet specific customer profiles, demographics and demands, you can stimulate customer loyalty AND drive revenue growth. Automated collection processes ensure that balances are paid on time, whether in real-time or on a recurring cycle. As a result, cash flow is greatly accelerated and revenue leakages usually associated with non-automated processes are prevented.

Billing

High Customer Satisfaction

UNICOM empowers you to attract and retain customers by delivering a range of flexible and alternative pricing, bundling, billing, taxation and payment options. Business, residential and wholesale customers alike have varying needs: for example, a customer who is an occasional user of a service might prefer to be billed on usage rather than subscription. Companies unable to keep up with these demands risk losing customers to flexible competitors. With **UNICOM**, you can offer your subscribers the freedom to choose billing profiles that best fit their particular needs, and build a loyal customer base more open to new services and products.

Any Business Support

UNICOM accommodates the rapidly changing business models of Communications service providers. Whether it's broadband access, voice, data, Internet, VOIP, Cable or wireless services, the system's extensible architecture enables you to seize new opportunities, expand into emerging markets, and generate rapid revenue growth. Many companies who want to offer new, value-added services are stalled by inflexible business systems that don't allow for rapid integration or innovative pricing models. **UNICOM** solves these challenges by offering the ability to price services according to various usage metrics such as traffic volume, QoS, timeliness of service, content type, and a multitude of other parameters. New complex

offerings can be rapidly brought to market and priced on a combination of flat, transactional and usage-based fees, thereby maximizing revenue generation.

Customer Self Management



Features

The rapid adoption of the Internet and dynamic/innovative communications services has given rise to a new generation of customers – more Internet-savvy, more demanding, and more difficult to please. Typically, this new breed of subscribers wants to purchase new services at any time of day or night, and expects those services to be activated instantaneously. They also demand more control over their account information, with the power to review billing or service history around the clock.

UNICOM allows the Integrated Communications Provider to leverage the Internet as an effective vehicle to manage their relationship with customers while simultaneously improving operational efficiencies. 100% web-based, the customer self-management area is designed to give customers access to their account, as well as on-demand service selection and purchase – anytime, anyplace, anywhere. The information captured is perfectly synchronized through a secured socket layer to maintain data integrity with the rest of the **UNICOM** system. As a result, a new service purchased by a customer will be immediately reflected in **UNICOM**, with real-time payment collection if appropriate, and automated provisioning to external systems allowing real-time access to the new service.

Benefits

Improved Customer Satisfaction and Retention

Customers are presented with an engaging, intuitive and personalized environment where they can explore and purchase new services, make payments, manage their accounts when and where they

want to, and report service problems – all without spending time on hold to speak with a service representative. All customers, business, residential and wholesale are empowered to take more control over their accounts. Business customers can more easily manage a large portfolio of services spanning different departments and geographic locations. Residential customers can order new services and be up-and-running immediately. Wholesale customers can rate large volume services efficiently. **UNICOM** provides a complete insulating layer from underlying operational processes so customer interactions are as easy as possible, increasing both satisfaction and retention.

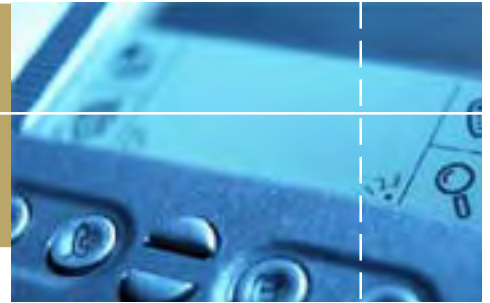
Optimized Operational Efficiencies

According to a recent Forrester report, a single customer service call costs a provider an average of \$8 in the U.S. Reducing call volume by providing subscribers with the ability to make real-time changes to their own accounts can result in substantial cost savings. System notifications, a credit card about to expire or a declined credit card, for instance, are automatically posted to the personalized self-care area as well as dispatched via email, reducing the amount of processing by internal staff, and boosting speed of response. By offloading customer-specific administrative tasks and synchronizing system operations, you can save on financial as well as human resources, and scale your business very quickly.

Non-Stop Branding and Service Sales

Enabling customers to purchase services through a personalized portal, 24 hours a day, seven days a week, provides you with ongoing marketing opportunities to promote your brand, cement long-term relationships with your customers and sell new services.

Marketing



Features

As the Communications business world becomes more competitive, with new players entering the market every day, customers have more and better choices at their fingertips than ever before. That makes customer loyalty and retention one of your biggest challenges. Managing customer relationships and marketing at a one-to-one level is increasingly becoming critical to your long-term success. UNICOM's Partner Relationship Marketing (PRM) solution targeted to your sales agents enables you to leverage the data collected during customer interactions and apply it to your marketing efforts. The insight you gain from your analysis allows you to proactively retain, service, market and sell to customers based on their personal needs and preferences.

To develop strong personal relationships with your customers, you must learn as much as possible about who they are, and work with that knowledge to maximize the impact of your marketing offerings and increase your conversion rates. The PRM functionality takes full advantage of customer information within the billing database of record across the enterprise to send out tailored sales and marketing data to support marketing efforts. You are empowered to effectively target customers with a message that is relevant to them, and track the results of your campaign at any time to fine-tune your message or measure revenue and profits.

Benefits

More Effective Marketing

The UNICOM solution allows you to capitalize on your customer intelligence in order to offer proactive customer management and deliver focused, customized and efficient marketing campaigns. More targeted and

effective marketing campaigns mean that revenue grows, customer retention rates increase, and overall lifetime value of the customer is significantly enhanced. Such targeted marketing can substantially reduce the costs of customer acquisition, and enable you to generate more revenue from current customers. And because the success of any marketing campaign should be measurable, UNICOM allows you to accurately determine customer profitability and create personalized marketing reports.

24/7 Sales Support

Up-selling established customers and converting new ones to loyal repeat buyers is critical to drive fast revenue growth. UNICOM allows you to extend your business into the 24/7 Internet environment so you are no longer limited to traditional business hours. New services and products can be marketed around the clock, creating non-stop revenue streams. Your customers can take advantage of special offerings and promotions at any time of day or night, without having to speak to a service representative.

Increased Customer Loyalty

Establishing strong customer relationships and providing excellent service can be a significant distinguishing factor. You can use UNICOM to plan and execute detailed acquisition, retention, cross-sell, up-sell, and other campaigns. A sharpened marketing focus is what you need to win the attention of customers and encourage them to take action. Because you are able to act on customer needs before they are articulated, you can develop longer lasting and more profitable customer relationships.

UniCom™

Reporting

Optimized Business Management

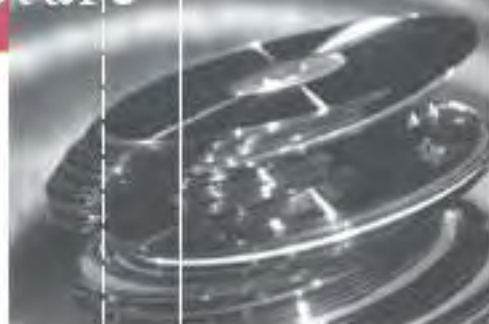
Through its unique business intelligence, operational, and executive reports, **UNICOM** gives real-time insights on how your business is performing. Business intelligence reports enable you to track, monitor and analyze the state of your company. **UNICOM** ensures that a wealth of reports is available for optimal real-time management, enabling business decisions to be made with up-to-the second information.

- Accounting - extensive accounts receivables, tracking and auditing capabilities
- Collection - tracking of late payments and bad debt accounts
- Usage - up-to-date statistics on account and system usage
- Configuration and more
- Easy creation of new reports

Financial reports assist in forecasting revenues with greater accuracy, allowing you to adapt to market changes. Reports on usage and customer activity facilitate planning for system expansions or new services pricing. Marketing reports allow for better understanding of customer behavior, making it easier to target existing customers with personalized marketing campaigns and thereby increase loyalty. With **UNICOM**'s decision-support capabilities, you can make radical decisions knowing you have the most accurate information in your hands.



Architecture



UNICOM is a proven system that leverages DTI's proprietary expertise in developing and implementing large-scale billing and customer management applications for the Communications industry. Built with a flexible system architecture to permit integration into complex operating environments and a wide variety of business models, **UNICOM** is a highly scalable infrastructure designed for rapidly growing and dynamic online businesses.

System specifics include:

- IBM-UniVerse multi-value database
- Provisioning for multi-server environment – NT, Unix (DGUX, AIX, Solaris HPUX etc...), Linux
- Multi-layered, object-oriented design
- Distributed File Processing Architecture (DFPA) for high scalability
- Proprietary Data Set Separation technology for managing multiple data sets
- Plug-and-play architecture to rapidly add new services
- Application Programmer Interface (API)
- 100% Web-based Work Order Management, Customer self-management and Service Fulfillment



Our Focus is not just billing,
It's delivering business GROWTH!

Dynegent Technologies Inc.

#800 - 570 Granville St.
Vancouver, BC V6C 3P1
Canada
Toll Free : 1.800.395.9273
Phone : 604.609.7395
Fax: 604.609.7396

www.dynegent.com

Copyright © Dynegent Inc., All Rights Reserved.