

# ENABIL Solutions Ltd.

## e-Serve Solution Brief

### Dealer Activation, Customer Self Care & EBPP Overview

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## ENABIL's E-Serve Solution

A growing market trend is for web-enabled organizations to offer online customer care components to their subscribers. Customer self-care functionality can be accomplished by integrating the back end customer care and billing system(s) with a front end web tool, exposed over the internet via a secure framework.

ENABIL offers a proven, functionally rich, secure, robust solution for our customers. This platform is used as a foundation for constructing a flexible E-Serve solution that can easily be configured to meet the demands of your specific requirements irrespective of your line of business.

Our e-Serve (e-Bill, e-Care and e-POS) solution is built on a solid application platform and has been designed to provide the flexibility you need in your customer facing environment. Whether you are looking for a simple way of presenting invoice information to your customer base, a web-based payment engine, a business reporting engine or a full fledged online access point to your back-end customer care and billing application in order to provide a rich myriad of self care functions, we can formulate a solution that is tailored to your specific needs. Whether you have a single billing engine or multiple diverse lines of business, our solution can help you converge this into a single customer access point.

Each of our clients has opted for our powerful e-Serve solution. As an outsource provider to these carriers, we manage the complete end-to-end e-Serve process on their behalf, from development through to production maintenance and support. In addition, ENABIL provides operational support such as data transfer/upload from source (e.g. Customer Care and Billing), data enrichment, invoice generation, web content, payment processing and reporting. Our solution can support any line of business requiring customer care and e-Bill capability.

ENABIL's e-Serve solution is presently in use by several Tier II and Tier III wireless and wireline carriers throughout North America such as SaskTel, MTS Allstream, Bell, NMI Mobility, NorthwTel, TELUS Quebec and Carolina West Wireless.

### E-Bill Electronic Bill Presentment and Payment (EBPP)

The solution will act as your prime Electronic Bill Presentment and Payment platform. Accepting data feeds from your upstream billing engines, invoice data can be presented to the customer in multiple formats. Content can be branded by service or line of business. Dynamically formatted HTML can allow the customer to group charges and invoice detail according to their specific needs.

Bill data can be downloaded in XML or CSV format for further manipulation. Invoices can also be viewed in PDF format so that your customer receives an exact representation of the paper bill online.

Secure sign-on to e-Serve uses 128 bit data encryption via HTTPS over SSL, ensuring privacy and confidentiality. Email notification of events (e.g. invoice arrival) and password validation rules can be created in e-Bill.

Our 'electronic stapling' service consolidates data feeds from multiple billing systems and/or lines of business as a single brand and can provide acceptance of a single payment for multiple electronic invoices.

## Business Customer Reporting

ENABIL's robust Business Customer Reporting (BCR) tool for enhanced reporting is available to all business and consumer accounts.

Corporate customers will benefit from the powerful reporting and grouping capabilities. Billed services (e.g. phones, meters, sales items) can be grouped under departments. Financial analysis of charge detail by department, company or individual can be carried out quickly.

Consumer customers will appreciate the different reporting capabilities that are available including local air, roaming air, LD air, called numbers, etc.

Results can be downloaded for further manipulation or can be viewed and printed directly from within the e-Bill application in both text and graphical (e.g. pie chart, bar chart) form. Permissions can be setup whereby certain users have authority to view, manipulate and report on various levels within an organization.

## e-Care

Our highly configurable e-Care module places control back into your customer's hands. Increase customer loyalty and retention through anytime-anywhere access by way of ENABIL's versatile e-Care solution.

Enable your business to gain a marketing edge by promoting new products and services at time of launch.

Allow your customers to perform account inquiries, change rate plans, modify contact and billing information, track orders, renew contracts and purchase new products and features, all online and in real-time.

Our e-Care solution can be integrated with a rate plan optimizer to allow your customers to select the plan that best suits their needs based on past usage patterns.

Open API messaging allows e-Care to communicate with your customer care or order processing platform in real-time. If your legacy application does not support this, a batch feed can easily be introduced.

## e-POS

e-Serve's flexibility is further demonstrated through our ability to replace your legacy customer care front-end with e-POS. e-POS can act as your primary customer care portal for use by your customer care and dealer/sales channel staff. The user interface can be quickly configured to allow access to the functions that you need.

Dealers in your sales channel can be provided with a direct path to your customer care platform via the internet. This in turn will reduce calls to your call centers and reduce manual processes, resulting in a lower cost operation and improved work order efficiencies.

Reduce operating costs, improve business process workflow and simplify data entry by connecting multiple legacy customer care and billing platforms to our e-Serve front-end.

## Key Features

- **Superior Invoice Viewing Capabilities**
  - Dynamic HTML style drill down functionality, data-driven (not static bill images), allowing the customer to view charge or statement information at any level
  - Present online, the billing PDF version of the invoice for the customer (based upon a style sheet of the client's choosing or by brand)
  - Receive and present converged data from more than one billing platform
- **Immediate Signup**
  - Online real-time signup
  - Immediate access to information at signup - e.g. historical invoice data already present for customers to view as soon as they sign up without delay
  - No customer care intervention necessary to activate an account or set password information
- **Highly Configurable Look & Feel**
  - User maintainable online profile to set user preferences such as contact information and passwords
  - Highly configurable look and feel. The e-Serve user interface can be seamlessly integrated with your company's web portal, or can be launched as a fully branded stand alone web service.
  - Colors, fonts and page style can reflect your corporate standards
- **Reporting**
  - Customizable report templates
  - Sophisticated reporting on charge detail that can span multiple accounts, lines of business, services and billing cycles
  - Ability to extract report data for downstream manipulation (e.g. extract call detail) in multiple formats including XML and CSV.
  - Fully customizable online data reporting (can show, hide or group by any data category)
- **Rich e-Care Functionality**
  - Check and modify account and profile information
  - Purchase new products and features
  - Check order status & change rate plans
  - Service activation
  - Turn off paper bill
  - Modify service information
  - Link/Unlink accounts/services
  - Top up Pre-paid account for wireless services
- **Hierarchy Structures**
  - Ability for corporate customers to create and maintain business units (collections of accounts for combined viewing and reporting)
  - Ability to assign users varying degrees of functionality at any level of the structure
  - Supports account and/or service grouping and hierarchies for complex revenue reporting

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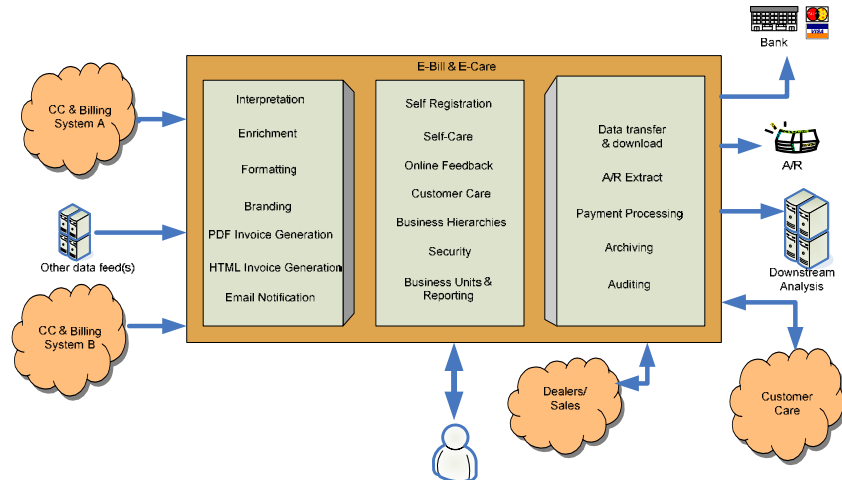
- **Flexible by Service or Line of Business**
  - Will accommodate many service offerings with little or no customization (e.g. Energy, Finance statements)
  - Can brand by service being billed (e.g. logos, look and feel)
- **Open Architecture**
  - Easy interface access - hook up your existing legacy billing applications via batch or real-time API
  - Attach other complimentary products to add even more front end capability for your customers, such as a Rate Plan Optimizer
  - Configured for 24x7 access with high availability
- **Easy to configure**
  - Supports any configuration of billing or statement cycle (e.g. Weekly, Monthly, Quarterly)
  - Email notification of key events (e.g., new bill arriving, password expiry notification) can be setup
  - Flexible archiving capabilities
- **Auditable**
  - Report on who did what and when
  - Query user activity statistics
  - Password violations
  - Payment history
  - Registrations
- **Secure**
  - Secure access for your customers billing information
  - 128-bit data encryption via HTTPS over SSL protocol
  - Password rules configurable
  - Email on password expiry
- **Flexible Payment Processing**
  - Online payment processing including real-time authentication of payment information
  - Pre-paid service top ups
  - Process payments in real-time or in batch
  - Import data to your billing platform for accurate A/R processing
- **Targeted Marketing**
  - Marketing messages can be targeted by customer based upon the service being billed
  - Attach electronic bill inserts (e.g. advertising, offers) to customer bills
  - Customers can respond online to special offers and promotions
  - Easy to brand and modify look and feel
- **Bilingual**
  - Dynamic selection of language (English or French) based upon the users personal profile
  - Multilingual e-Bill presentation formats

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## Application Architecture

e-Serve is J2EE compliant operating on a BEA WebLogic application server utilizing JSP front end technology. The application is Java-based with an Oracle back-end database. All production sites utilize 128 bit encryption via SSL certificates, running on Apache web servers.



## Business Benefits

ENABIL's e-Serve solution can provide many advantages to your business such as:

### Significantly reduce your print and mail costs

As clients adopt your new e-Serve solution, paper and mailing costs are reduced and eliminated. Enhance your A/R process by delivering invoices to your customers in less time and enabling electronic payment.

### Get your receivables cleared faster

The average duration for customer payments via e-Serve when compared to traditional forms of payment (excluding pre-authorization customers) will be significantly reduced, resulting in improved cash flow. e-Serve customers on average, remit payment 19 days faster than non e-Serve customers.

### Reduce your call centre load

See a reduction in the volume of calls into your call center as your customers will be empowered to perform a variety of customer care inquires and requests online.

In addition, your sales channels will have a direct path to your customer care engine thus further reducing call center load and improving work order accuracy.

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## Retain and grow your customer base

Offer the products and services that your competitors can't. Promote new offerings while reaping the benefits of a new interactive marketing channel that allows your customers to communicate more often without overloading your front office staff.

Allow your customers to make changes to their services or add new products and features in real-time.

## Business Customer Reporting

Allow your top tier customers to manipulate charge and event data in order to gain a better business understanding of where costs are allocated.

E-Serve has the ability to generate hierarchical reports for any reporting structure within your organization irrespective of size. In providing breakdown of costs by reporting level, your business will have the knowledge of where your expenses are and where to trim these expenditures.

Enhanced reporting equates to improved business efficiencies. Increase your ROI and customer satisfaction levels through ENABIL's e-Serve solution.

## Flexible Delivery Options

**Application Management** - ENABIL will work with you to enhance your system's capability and functionality. We excel in application development to meet your specific business requirements. Our team of business and system experts will ensure that your functional requirements are fulfilled. We have over 15 years of experience designing, building and enhancing customer care, and billing and mediation applications.

**Production Operations & Support** - - We have proven systems and processes to ensure your customer care, billing and mediation applications operate effectively and efficiently. Some of our value added services include system and database administration, security and network management, storage management, help desk services and disaster recovery services.

**Hosted Data Center Services** - ENABIL can provide a physical location to store your required hardware, system software and network connections. Our facilities are secure, reliable and professionally maintained to ensure high system availability. You can leave the responsibility with us and reduce your capital expenditure.

Our level of involvement can be adjusted to support your specific business and system needs. You could choose to have ENABIL just perform Application Development for your in-house solution, or we could provide Production Operations & Support and/or Hosted Data Centre Services. It is up to you, we're flexible.

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## The ENABIL Difference

ENABIL has been providing solutions to the marketplace for more than 20 years. Our organization is successful at providing convergent customer care, billing and mediation services to select companies through understanding and meeting of their business needs.

We have met the revolutionary changes in the marketplace as our customers have undergone transformation with the introduction of new technologies and services. ENABIL appreciates the need to offer solutions that will provide the functionality they've come to expect, but still affords the flexibility to support them into the future. Our core suite of solutions can quickly be tailored by our product development teams to satisfy your operational and strategic business requirements.

At ENABIL we work in partnership to find the right solution to ensure our customers have piece of mind that their customer care, billing and mediation systems will foster their ability to grow and won't put their revenue stream at risk.

At ENABIL, we differentiate ourselves by our approach with our customers. We have a select list of customers, which allows us to provide them with the best service experience possible. This is accomplished by providing flexibility in everything we do, so we can meet the specific needs of each customer. First we listen, and then we deliver.

## Conclusion

Our e-Serve solution will provide you with the tools to enhance the customer experience and drive new business.

- Increase market penetration
- Strengthen your edge over the competition
- Improve revenues flow
- Streamline customer care processes
- Reduce operating costs

Let us help you focus on core business objectives - leave your customer care, billing and mediation worries to us. Call us for further information or to schedule a session to help us understand your specific requirements. We will work together with you to formulate a customized approach to delivering a high quality, cost-effective e-Serve solution that addresses your individual needs.



### Contact Information

For more information or to inquire about what ENABIL Solutions services can do for your company please feel free to contact us either by phone or email:

**Phone:** 1-866-565-1438 or (403) 398-1600

**E-mail:** [sales@enabil.com](mailto:sales@enabil.com)

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