

# DIGITALK BROADBAND TELEPHONY

## PRODUCT DATA SHEET



### BROADBAND TELEPHONY

Adoption of residential IP telephony, or VoIP, is growing rapidly, whether as a standard primary line service or as an alternative secondary line option.

DIGITALK's Broadband Telephony is a complete end to end solution enabling a full residential telephony service with the added benefits of IP calling and value added advanced service features, such as call forwarding and integrated messaging.

DIGITALK's complete solution incorporates full network, service and account management, including real-time rating, to enable very rapid service rollout and revenue generation. DIGITALK Broadband Telephony also includes online Web Self-Care enabling subscribers to have complete control over their own service while significantly reducing the customer care overhead for the service provider.

#### KEY FEATURES

Standard calling features include:

- On-net / off-net calling with E.164 number
- Phone number
- Combined Indirect Access service
- Caller ID presentation and restriction
- Call forwarding and diversion
- Feature access codes
- Multiple lines / users
- User voicemail with personalised greeting
- Voicemail to email
- Message Waiting Indication
- Call barring
- Integrated web phone
- Subscription charges
- Personal spend limits
- Calling packages and bundles
- Call charging with optional zero balance on-net calling
- Multi user Web Self-Care

#### BENEFITS

- Rapid time to revenue – service-ready solution
- Low operations and customer care overhead
- Retain customers with a full voice service offering
- Exploit new wholesale white label service opportunities
- Stimulate usage with innovative promotions
- Future-proof upgrades and scalability

### PRIMARY AND SECONDARY LINE SERVICES

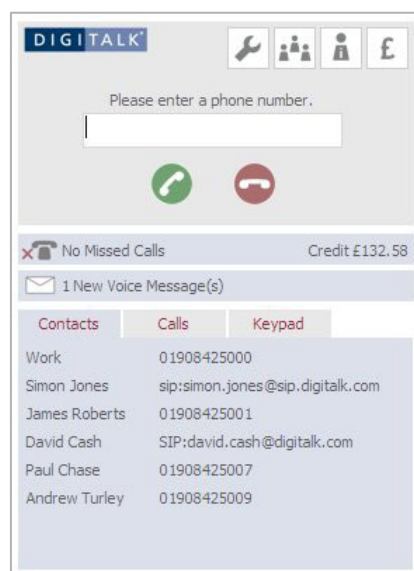
Subscribers can use the service to make free or cheap on-net calls to other Broadband Telephony subscribers, can call any standard public network telephone with appropriate call charges, and can have their own telephone number on which to receive calls from any fixed or mobile phone.

Service providers can choose whether to promote their Broadband Telephony service as a standard residential telephone service, as an alternative service for low cost calling, or combine the benefits of both models.

### INTEGRATED WEB PHONE

DIGITALK Broadband Telephony Web Self-Care includes an integrated web phone enabling subscribers to make and receive calls immediately on sign-up, without having to download and install a third party client.

The web phone encourages revenue generation instantly and then further growth with repeat usage.



### CALL FORWARDING

Unanswered calls can be forwarded to an alternative phone number, forwarded to voicemail or disconnected immediately. A user can specify how long their phone will ring before forwarding occurs.

Calls can be immediately forwarded to voicemail or an alternative number without attempting to connect the call to the user's primary phone.

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### FEATURE ACCESS CODES

Operators wishing to deploy DIGITALK Broadband Telephony service as a replacement primary line service will need to offer subscribers the capability to enable and disable service features through the handset. Feature access codes enable Broadband Telephony users to configure and use service features by dialling predefined access codes.

Feature access codes include; voicemail access, call forwarding and diversion, withhold CLI, last number redial and the ability to trigger a trace for malicious calls.

Feature access codes are provisioned by the platform operator using DIGITALK SERVICE and made available to accounts through the class of service. Broadband Telephony users can view their feature access code settings through the Web Self-Care interface.

### VOICEMAIL

Unanswered calls can be forwarded to voicemail where a personalised greeting can be played. The voicemail is stored centrally for retrieval by phone. Optionally, the user can receive the voicemail as an email attachment.

Message waiting indication is supported enabling an indicator to be displayed on the user's IP phone when a message has been received.

### CALL BARRING

An administrator can restrict which destinations other users can call from their registered phone. The service provider creates the list of barred dial prefixes which can be assigned to each user. A user can be prevented from dialling numbers on the call barring list or they can be restricted to only calling the numbers or prefixes contained on the call barring list.

### FLEXIBLE CHARGING

The DIGITALK Multiservice Platform incorporates highly flexible charging options and real-time rating for prepaid charging and revenue assurance.

Charging options include calling packages e.g. bundled minutes and calls by destination, friends and family discounts, fees for extra numbers e.g. geographic numbers, special numbers, and subscription charges for additional lines or users.

The advanced charging options enable the platform operators to tailor the services they offer to appeal to different user groups and to encourage service adoption and usage with special promotions.

### PERSONAL SPEND LIMITS

Families or groups wishing to keep budgetary control over their expenditure on their telephony services can restrict the amount of spend for each Broadband Telephony user. A personal spend limit can be set for each user, restricting their total call charges on a daily and or monthly basis.

### MULTIPLE LINES

Service Providers can offer DIGITALK Broadband Telephony as a single user or multi-user service. Users can have their own phone number, call forwarding settings, voicemail and call barring settings.

On the Web Self-Care interface, each user can manage their own call settings, while a separate account administrator can manage the overall subscription, including account settings, call reports and user settings.

### WEB SELF-CARE

DIGITALK Broadband Telephony solution includes a comprehensive Web Self-Care interface, enabling users to manage their service with minimal customer care support. The Web Self-Care interface can be integrated with an existing web site using style sheets to match the look and feel. Online payments can be made using DIGITALK's Payment Server solution which supports 3D Secure, providing added re-assurance that e-commerce payments are being securely handled.

### WHOLESALE 'WHITE LABEL' SERVICES

Service providers can expand their market opportunity for IP telephony services by offering a wholesale 'white label' service to other service providers, such as those with well-known brands or those working in niche markets who can promote IP telephony to their customer base.

The DIGITALK Multiservice Platform enables secure service partitioning, with wholesale rates and full service branding offered to service partners.

### DIGITALK MULTISERVICE PLATFORM

DIGITALK Broadband Telephony is supported on the DIGITALK Multiservice Platform enabling deployment in switched and Next Generation Network (NGN) deployment environments and provides full OSS and BSS support.

Additional applications available on the Multiservice Platform include DIGITALK's IP Virtual Office and Conferencing solutions, supporting service features for SMEs and SOHO users.

The Multiservice Platform also supports Indirect Access and Carrier Pre-Select services, with integrated Web Self-Care, that can be offered to Broadband Telephony subscribers on a single account.

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