

# Application Service Providers



## TOPCALL for ASPs

### Executive Summary

- *New business opportunity*
- *Customisable services*
- *Easy management & billing*
- *High-end technology*

### The Goal

- *Create outsourced business-to-business opportunities*
- *Add business value to ASP services*
- *Offer application integration to achieve competitive differentiation*
- *Use open interfaces to generate new business opportunities*
- *Find partners with technology and expertise*

### Introduction

As an ASP, your company needs to offer customers business-to-business communication opportunities. The goal is to link diverse customers requirements with a standard communication infrastructure. TOPCALL's Communication Server **one** for ASPs and TOPCALL Professional Services enable you to:

- Ease customer management
- Provide quick customisation
- Implement efficient billing
- Provide automatic backups and archiving
- Effectively manage different service level agreements

TOPCALL provides the technical expertise to efficiently integrate applications into business-to-business communications.

### The Challenge

*To provide integrated communication services for diverse corporate customers*  
Chief Information Officers are concerned about a lack of technological expertise and resources to manage applications and information systems. The ASP has capitalized on this situation by offering value-added outsourced services. The challenge facing the ASP now is to continue to add value to its services and find new "values" for corporate customers that will further increase their services. The diverse array of enterprise information systems makes it a challenge to standardise services for a group of customers. Therefore it is essential that the technology deployed by ASPs be open and customisable. The ASP needs to find reliable partners who can, in turn, transparently integrate value-added chargeable services to corporate customers. The service provider must be prepared to deliver increasingly complex solutions through the expertise of third party partners.

### Success Factors

*To provide the knowledge and expertise to differentiate from the competition*  
The goal for the ASP is to provide customers with the tools to integrate their applications with outsourced business communications. As corporate customers continue to search for new ways to streamline B2B communication flow, the ASP has new "Value Potential" for the corporate customer. The ASPs must show an intimate familiarity with the corporate business process that will in turn offer business advantage to customers. The ability to integrate business applications with B2B communications will be a key competitive differentiator for the ASP. The ASPs ability to offer the largest variety of applications and services translates into new business opportunity. The ASP is judged, or differentiated, on its ability to provide the most complete IT infrastructure. This includes, but is not be restricted to, the provision and operation of data networks, the monitoring of service levels experienced by users, and increasingly the management of applications themselves and their surrounding infrastructure. Success in providing these deliverables will depend on the technology deployed, and integration expertise of the partners the ASP adopts.

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## TOPCALL for ASPs

### TOPCALL Advantage

- *Over 20 years of integration expertise*
- *Turnkey reliability*
- *Highest quality software and hardware*
- *Worldwide support and project management*
- *Fortune 1000 provider*
- *Scaleable to multiple corporate needs*

### TOPCALL Benefits

- *Timely delivery of custom projects*
- *Project cost containment*
- *Several interfacing options*
- *New accounts online quickly*
- *Inbound document delivery*
- *Flexible parameters for multiple customers on the same system*

### TOPCALL Advantage

*The leader in business-to-business communication services*

With TOPCALL, the ASP has a partner with over 20 years of integration skills, technical knowledge, and market understanding, to ensure corporate client satisfaction. TOPCALL delivers complete fault-resistant systems, from hardware and software to support, training and system integration. TOPCALL has provided integration services for over 500 different business applications on virtually all operating systems (UNIX, MVS, AS/400, etc.).

TOPCALL's reputation as a leader in the enterprise messaging market is due to its focus on B2B communications for corporate customers (the link between the business application and the communication transfer). Mission-critical messaging has always been the Company's focus. In turn, we deliver products that meet the security, fault tolerance, scalability and integration needs of some very demanding customers. The product has never been shrink wrapped or sold as Internet vaporware. TOPCALL's impressive list of Fortune 1000 customers has been attained through product reliability and unmatched service in the unified communications market.

TOPCALL specialises in scalable solutions to enable ASPs to grow with their customers' needs. Start small and grow the services from within.

### The Benefits

#### *Quick Implementation*

Quick and efficient implementation is key to not only customer satisfaction, but also to project cost containment. With TOPCALL's professional services you are able to slash implementation time scales. Trained consultants connect corporate customers to the ASPs full range of services. Any of the TOPCALL interfaces can be adopted (Open FI, ActiveX, MQSeries) to guarantee that the needs of the corporate customer are met in full.

### Easy Customer Management & Configuration

Enrolment of new customers is easy to administer with the option of directory synchronisation. Inbound routing rules (mapping of fax/voice/telex numbers to e-mail address) can be easily configured to make Unified Messaging a possibility for all corporate customers. New customer configurations are created through a few simple configuration parameters (service profiles, custom routing rules, default coversheets, etc). All data is entered and maintained via the TOPCALL administrative client or synchronised with existing CRM systems.

To allow the highest possible flexibility, additional configuration parameters are added on a per customer basis. Items include:

- Communication Media used
- Character and Attachment conversion
- Routing rules for messages and notification
- Least Cost Routing
- Default Fax Coversheets and number of send retries
- Cost centre calculations
- And much more

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## TOPCALL for ASPs

- *Maintenance free backup & archiving*
- *Real-time replication ensures full data integrity*
- *Detailed call reporting*
- *Statistics and billing reports*
- *Variable service level agreement billing*
- *Encryption end-to-end*
- *IP filtering*
- *Separated gateways*
- *Fault tolerance*
- *19" rack mounted cabinets*

### **Automatic Backup and Archiving**

The Communication Server **one** is designed to be maintenance free. Automatic storage management eliminates the need for additional backup procedures. Full data integrity is provided using real-time storage replication ('tandem' operation). All customer specific archive servers use a centralised Jukebox server for creation and management of long-term offline storage. The Jukebox server provides complete management of archived volumes. Volumes are maintained within virtual paths that can be separately de-mounted.

At termination of the service contract, an ASP can continue to provide access to the archived data or, alternatively, can offer the customer the ability to store at least the full-text index of all archive volumes.

### **Flexible and Efficient Billing**

With the TOPCALL reporting module (TC/REPORT), detailed information is provided to the ASP to build Call Detail Records. The TC/REPORT module enables statistical or billing reports to be periodically or dynamically created as required. The flexibility of this module gives ASPs the ability to efficiently invoice a variety of corporate clients with different Service Level Agreements.

### **High Security**

With the Communication Server **one**, the (virtual) connection between the customer LAN and ASP is secure. Depending upon the type of mail integration (Lotus Notes, Microsoft Exchange, IBM MQSeries, SAP, etc) additional end-to-end session encryption is also available.

TOPCALL employs IP filtering, subnet filtering, 'double reverse lookup' and secure socket layer communication to ensure authenticated access of SMTP services. By providing a virtual IP address and separate gateways for each customer, full end-to-end security is assured.

### **High Scalability**

TOPCALL provides ASPs with a fully scalable and fault tolerant solution based on standard 19" industry strength cabinets (stack'em and rack'em). TOPCALL also has open interfaces to IBM-MQSeries, Microsoft ActiveX and any application capable of standard file I/O. This allows ASPs to serve clients with mixed platforms and application environments.

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### Advanced features for ASPs:

- One-stop-shop for complete solutions: hardware, software and global 24x7 support
- Fully scalable and fault tolerant solution based on standard 19" industry strength cabinets
- Highly customisable platform integration modules for Lotus Notes, Microsoft Exchange, Novell GroupWise, SAP and Internet Mail
- Open interfaces to IBM MQSeries, Microsoft ActiveX and any application capable standard file I/O
- Flexible billing, management and monitoring systems
- Fully separated customer data providing highest possible data integrity and security
- Long term, maintenance free archiving of all messages

### Summary

- *ASPs have a partner for B2B*
- *Benefits to corporate customers are high*
- *ASPs can differentiate services to gain competitive edge*
- *TOPCALL is prepared to be your partner*

### The Summary

TOPCALL provides the tools for ASPs to offer significant value to corporate clients. The integration of business-to-business communications with applications equals dramatic efficiency gains for the corporate customer. TOPCALL's technology, expertise and professional services make it possible for ASPs to offer services with security and unrivalled support. By partnering with a communications specialist, the ASP secures its communication infrastructure and, in doing so, secures the communications of corporate customers. The ASP is able to provide successful B2B services and differentiate in a highly competitive market.

Contact us today and find out how you can provide significant value to your corporate clients and stay ahead of the pack.