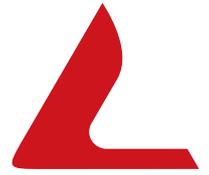


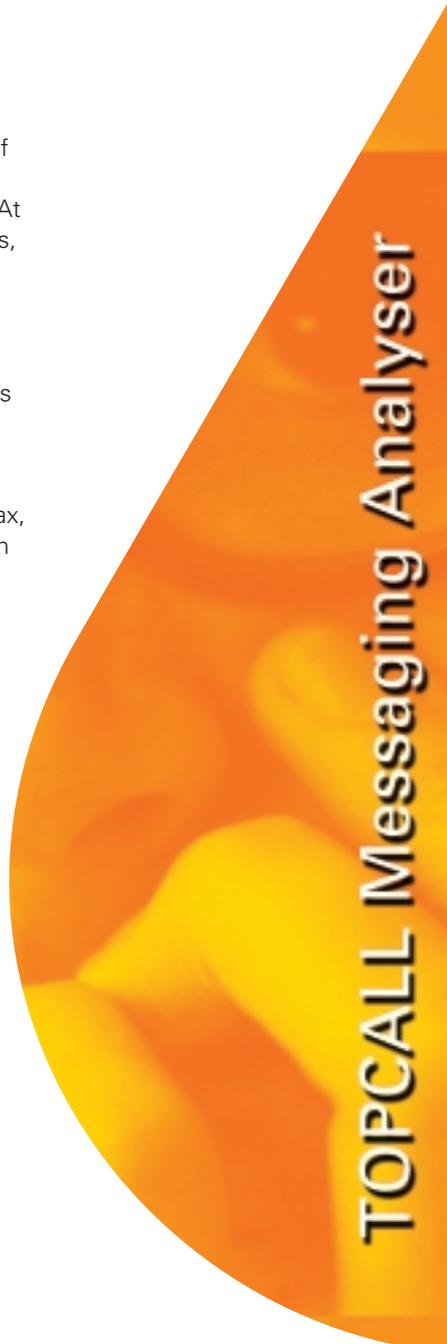
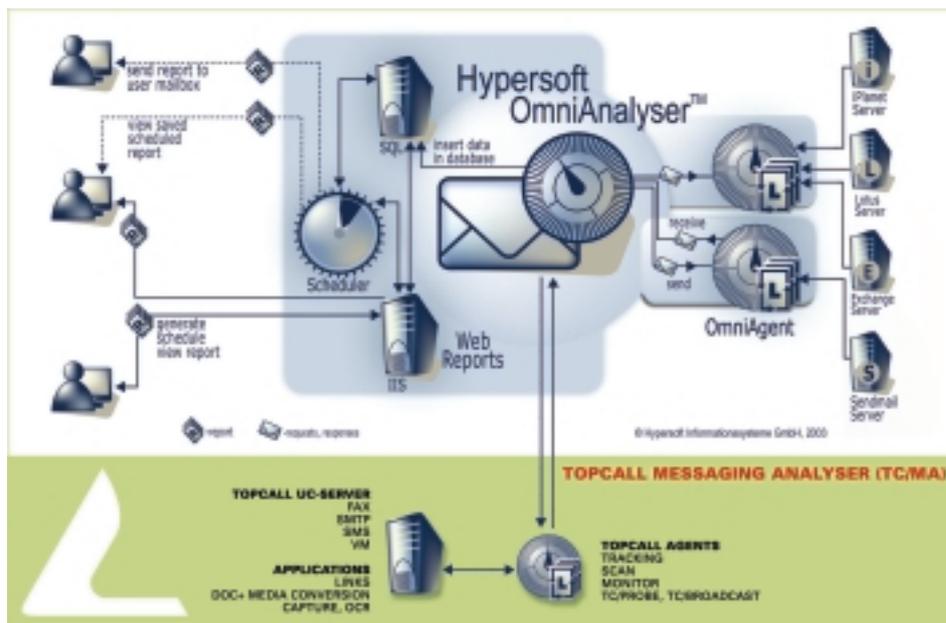
THE TOPCALL MESSAGING ANALYSER (TC/MA) SOLUTION



The **TOPCALL Messaging Analyser (TC/MA) solution** is about monitoring and reporting messaging traffic (email, fax, voice, SMS) across disparate platforms and applications (media conversion, data capture, OCR, document transformations), as well as different geographic locations, to help companies optimise their messaging systems, save costs through billing and charge back and link messaging data to business processes.

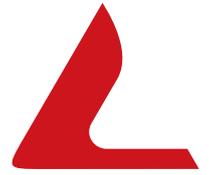
Today, millions of messages are being sent worldwide every day. Many different types of media are now being used and, while there has been an increase in business-critical communications, there has also been an explosion in non-critical messages and SPAM. At the same time the trends of consolidation, "everything over IP", real-time communications, information-on-demand and mobile access support innovative ways of doing business as well as presenting new challenges in monitoring and managing these processes and providing the necessary security. Imagine the cost to your business of lost customers through the inability to prove that SLAs have been met, or the cost of a communication system breakdown due to unforeseen peaks in messaging traffic. The appropriate metrics and tools are required to identify where the real business value and opportunities exist.

TC/MA is the first product on the market that allows SLA reporting, billing and analytics over a heterogeneous, dispersed messaging infrastructure that utilises all media types (fax, email, SMS, MMS, voice, telex, scanned documents), application links and transformation processes. With TC/MA we enable you to have a real-time 'holistic view' of all your messaging activities to get an in-depth view on your company's messaging traffic, check the compliance to Service Level Agreement, identify the problem servers and also audit the size and analyse the contents of your messaging information store.



TOPCALL Messaging Analyser

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Overview of TC/MA Operation

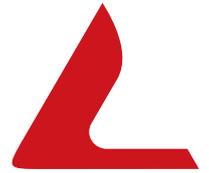
TC/MA is a distributed application, which includes the server components (Agents) working on every Messaging Server, the Analyser itself working on a central integration server (where metrics are collected and processed) and the TC/MA Reports. Its principle of operation is collecting traffic data as well as information store contents and server availability information from any number of messaging servers across the organisation. This data is consolidated in a centralised database for further analysis and reporting.

COMMON BUSINESS PAINS:

- How can I measure the efficiency of our global messaging processes to identify bottlenecks?
- What do I need to do to ensure our enterprise is handling confidential information in the proper way?
- How can I create reports to 'charge back' business units for their messaging usage (email, fax, voice, SMS, scanned documents, etc.)?
- How can I determine the types of information most used by specific business units and users?
- Who are the key knowledge owners in my organisation?
- How can I determine if we are communicating effectively with our customers, partners and suppliers?
- What is the impact of SPAM and viruses on my messaging systems?

These questions, and more, will be answered in the following document as we explore the features and benefits of this solution.

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Typical Business Requirements

Service Level (SLA) Monitoring

For most companies today email is the major means of communication. However, business processes critically depend on the performance and security of the whole corporate messaging network (fax, email, voice, SMS, telex, scanned documents). IT Managers need to make sure that their messaging servers are available all of the time for their customers (internal and external) and that messages are delivered on time. Whether your company has an internal IT department or outsources messaging to a third party, the Service Level Agreement (SLA) has to be properly monitored.

TC/MA provides information about all messaging delivery times, non-delivered messages and availability patterns of all servers and connectors. It measures these statistics for each individual link in the company, and also for the entire network, and offers Administrators full information about the problem areas. The most complicated SLA's can be controlled by TC/MA reports, using the flexible filtering mechanisms in the solution.

Traffic and Resource Analysis and Optimisation

A company's messaging network is normally a complicated mechanism. Messaging flows between departments, servers and sites produce lots of traffic, and resources are not always used in the wisest and most cost effective way. Routing problems causing bottlenecks, lots of private messages with bulky attachments, unused mailboxes, databases and protocols, redundant links – TC/MA finds this out about your system and reports it in the most comprehensive way. Thus, you can use TC/MA reports to consolidate your system, solve routing problems or restructure the messaging network to match the actual trends in its usage.

Security Auditing

TC/MA can monitor the usage of your system and answer such questions as:

Who is using the messaging system?

How and where are secure documents transmitted?

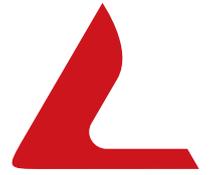
How much messaging is exchanged with various business partners?

How many viruses do you have monthly and what are the most common propagation routes?

Costs Chargeback for Messaging Usage

Just as no one would expect to have a telephone system without having to pay for the minutes of phone calls, a company cannot afford having a messaging system without ways to control its usage and return costs. TC/MA offers flexible ways of billing your users or departments for the messaging usage. This is achieved by using a simple interface to enable billing data to be transferred directly into professional billing/charge-back and ERP systems (e.g. SAP, Sage). TC/MA can also provide regular reports to managers detailing the costs involved in the use of the messaging system by any business unit or employee of the company.

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Typical Business Requirements

Business Intelligence Tasks

Messaging has clearly become a business-critical component of enterprise infrastructure. Many workflow schemes, customer service procedures or decision-making scenarios rely heavily on successful messaging.

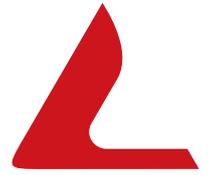
Moreover, the functions of messaging servers are changing from simple messaging transfer to a sophisticated combination of communication, storage and application platforms. With this unique position of electronic messaging within the enterprise, analysis of messaging traffic and communication patterns can deliver substantial value not just for Administrators but also for core Business Unit Managers.

The amount of business-relevant information, which can be collected from the messaging system, is greatly underestimated by most of businesses. TC/MA is the first product that can provide important visualisation schemes to Business Managers, to help use the communication data for critical business needs.

TC/MA enables you to:

- obtain detailed analytical reporting and monitoring for intelligent messaging system administration
- consolidate dispersed data from various messaging systems and media types (email, fax, SMS, MMS, voice)
- create and audit the best billing model
- monitor Service Level Agreements
- use messaging as a value-add tool to improve customer relations and marketing and business processes

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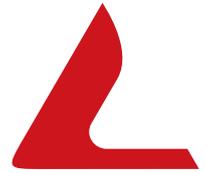


➤ Type of Reports

Broadly speaking there are 7 categories that TC/MA reports fall into, each of which serves to describe a specific aspect of your company's messaging activity. Following is a brief summary of each:

- **SERVICE LEVEL:** reports of this group serve for checking the Service Level Agreement compliance in your company, providing you with all necessary details about the mail delivery and servers availability trends.
- **TRAFFIC:** information about messaging traffic statistics and dynamics in your organisation, including traffic between and by company mailboxes, departments, servers and sites as well as connector, Internet and replication traffic.
- **SERVERS:** information about all company servers, their availability and traffic load details as well as the statistics on server resources usage, mailboxes and Public Folders.
- **MAILBOXES:** provide information on all aspects of your company's mailboxes. This includes the complete list of mailboxes per server, inactive mailboxes, traffic by or between mailboxes, each mailbox's properties and contents information, mailboxes that have reached their size limits and other details that will help you in your email administration activities.
- **PUBLIC FOLDERS:** information on all company public folders, their usage trends, replication, contents, properties and PF duplicates on different servers.
- **CLIENTS:** information about mail clients in your Exchange organisation, which use POP3, Outlook Web Access and IMAP4 protocols to access their mailboxes. In the reports of this level you can see the complete statistics on users and connections for each server.
- **INTERNET:** information about the Internet email traffic in your company. It includes statistics on what Internet domains are in communication with your company, and how much mail is sent to and received by your company units from the Internet.

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Features & Benefits

- **MULTI MAIL PLATFORM SUPPORT:** Lotus Notes, MS Exchange, Sendmail, iPlanet
- **MULTI MEDIA SUPPORT:** fax, email, SMS, MMS, voice, telex
- **SCALABLE ARCHITECTURE:** from one information server to any size
- **DATA CONSOLIDATION:** consolidate dispersed data from various messaging systems and media types
- **XSP READY:** ASP-service for multiple customer instances
- **ONE DATABASE:** one information database for all data and message types
- **TRANSPARENCY:** non-intrusive software that performs operations, such as reading the tracking log data from servers and accessing its information stores, without affecting messaging server functional processes
- **SCHEDULING:** all data collection and insertion processes are automatically scheduled – no need for manual intervention
- **“PULL” WEB ACCESS TO REPORTS:** more than 65 easily accessible reports via web browser
- **“PUSH” AUTOMATED DATA DELIVERY:** scheduled reports can be emailed to users at a preset time
- **“PUSH” ALERTING:** event-based notifications sent from database triggers or filters e.g. SMS alert if messaging server fails
- **LOW COST OF OWNERSHIP:** automated operation, ease of installation & maintenance keeps the TCO low and increases the ROI
- **WIDE RANGE OF ANALYSED DATA:** from delivery times of messages and server availability, through sizes and usage of store and databases, to antivirus events. This broad approach makes TC/MA useful for Business Unit Managers, IT Managers and Network & Support Administrators

From System Architects & Administrators to COOs, and CFOs to consumers of messaging and communication services, all of these people will directly benefit from TC/MA. In general these people are all interested in providing and receiving a high level of messaging/communication quality and service. TC/MA enables you to consistently achieve this.