

Control Clients Relationships



Investment protection

Increased **Efficiency**

Increased customer **Satisfaction**

Improved agent response and **Productivity**

Reduce **Time-to-Market** of new products



LIFE[®]

Definition

LIFE® is unified, comprehensive, web-based application

Provides single access to 360 degree view of:

- Customer Information
- Products
- Services
- Interactions
- Trouble reporting

It is not a CRM solution but constitutes a more intelligent value added system that is more appealing

It automates business process flow while data is shared across all integrated business support applications

Challenge

Telecom IT applications are diverse:

- Call Center Solutions
- Billing Systems (Postpaid and Prepaid)
- Mediation Systems to provision Services
- Data Warehouse and Reporting
- CRM Solutions
- Workflow and Trouble Ticketing

Single interface to optimize customer service time can be achieved via two methods:

- Providing End-End solution by a single provider
- Providing Integration Interface for the various systems

LIFE® opted to capitalize on existing systems and provide a front end application that integrates all backend systems

LIFE® doesn't offer Enterprise End-End solution, but offers End-End Customer Experience

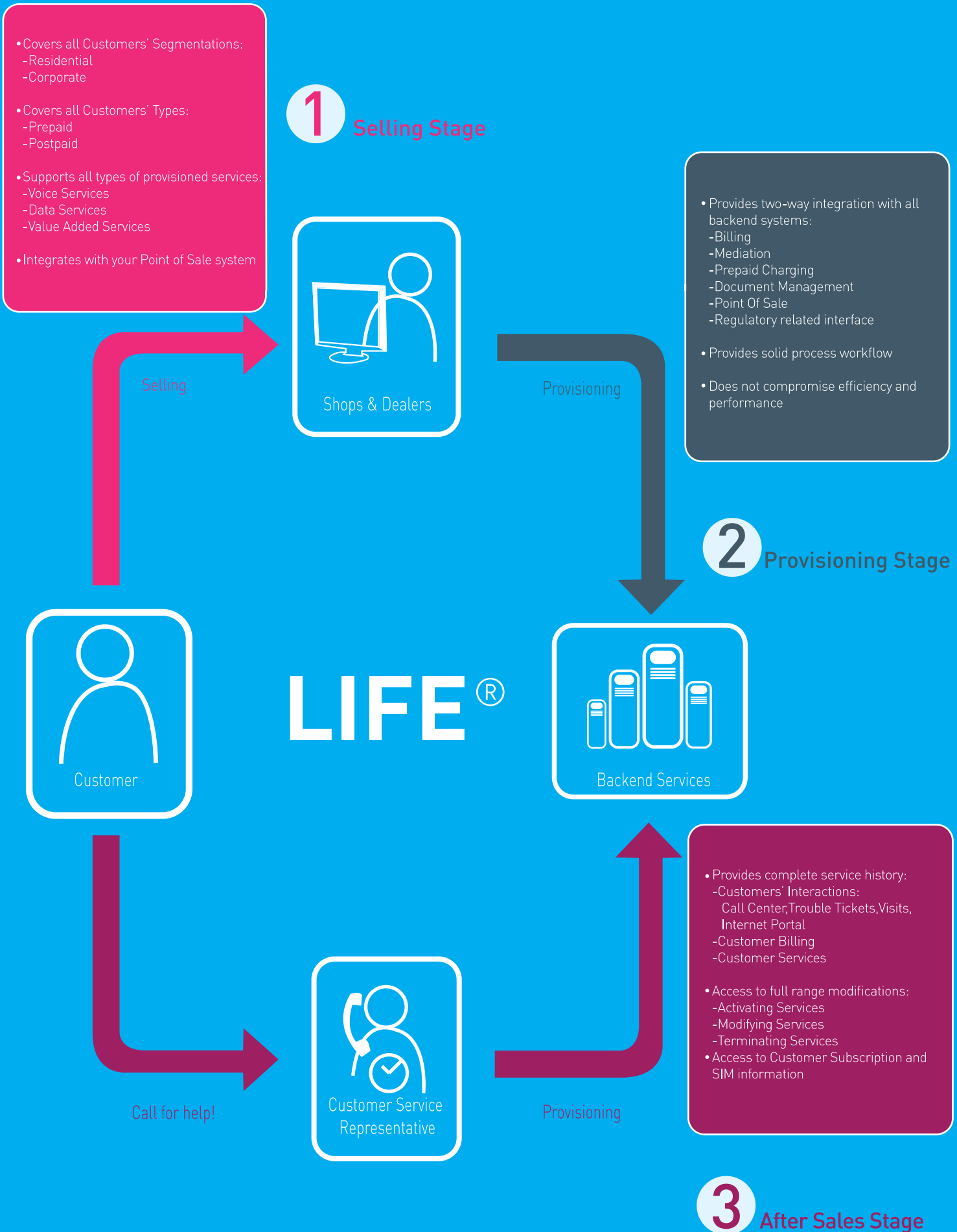
Application Value

- Single view of customer information
- Investment protection
- Increased efficiency
- Increased customer satisfaction
- Improved agent response and productivity
- Reduce time-to-market of new products
- Streamline business processes by business process monitoring
- Improved data quality

Application Features

- Web-based interface
- Optimized Application Screens
- Tabbed browsing for efficient access
- Simplified Activation screens
- Supports Activation Templates
- Supports all Sales' channels including third-party Dealers
- Full Security Features
- Workflow and Process Automation
- Operational Threshold Monitoring

How it works



Technical Features

- Utilizes latest Microsoft Technologies
- Open Architecture (Based on SOA)
- Modular, Distributed Design
- Highly Scalable and Extensible
- Granular Manageability
- Extreme Agility
- Enhanced Security Features:
 - Single Logon Service
 - Flexible Role-Based Security Model
 - Integration with any LDAP supported repository

A product of

Leadingpoint

P.O.Box 3053, Khalda
Amman 11953, Jordan
Tel.: (+962) 6 5349980
Fax: (+962) 6 5349180
Email: info@leading-point.com

Microsoft
GOLD CERTIFIED

Partner

Mobility Solutions
Security Solutions
SOA and Business Process
Data Management Solutions