



# ventraQ®

## C3C®

C3C® is a modular communications solution designed to enhance a service provider's offering. C3C® provides secure, partitioned data access and allows management activity to be flexibly performed by the service provider or directly by the customers.

A single platform that includes:

- Administrative Graphical User Interface (Admin GUI)
- Small/Medium Business User Interface (SMB UI)
- End User Interface (EUI)
- Reseller Interface
- Admin Web Services Application Programming Interface (API)
- SIP Business Trunking (SIP Trunk)

# One Platform: Exponential Solutions

## **C3C® Makes the Complex Simple**

The Admin GUI is a state-of-the-art tool for administering the setup and maintenance of the available options and interfaces of C3C®. This interface includes all the functionality required to manage the application, all the subscribers and the complex features and functions.

### **Key functionality of the Admin GUI includes:**

- System Administrator, Service Provider and Customer Information Setup
- Multiple Customer Data Partitioning
- Network Elements Setup
- Network Elements Data Import Maintenance and Scheduled Jobs
- Feature Package Creation
- Template Creation
- Services Provisioning
- Feature Management
- Device Synchronization
- Brandable

With C3C®, these attributes are accomplished by providing customers with a true self-serve solution. The customer manages their day-to-day operations, without having to engage a customer service representative. Since the customer has more and more control of their network services, they are more likely to remain a loyal customer.

## **When the Customer Gains Control...Everyone Wins**

The Small to Medium Business User Interface (SMB UI) meets the basic day-to-day management needs of the small to medium business administrator. Usability, simplicity, and avoidance of communications jargon guided the design of the SMB UI. By simplifying the daily management of tasks, a small to medium business is able to take advantage of the benefits of the service provider's offering in an easy-to-use, cost-effective way.

### **Key functionality of the SMB UI includes:**

- Subscriber Display
- Service Creation, Modification, and Deletion
- Simplified Group Management
- Centralized Address Book
- Voice Service Feature Management
- Automated Network Device Updates
- Management Reporting
- On-line Help
- Brandable

Through the SMB interface, service providers can offer partitioning to ensure that a customer's data cannot be viewed by other customers; and with the control being passed to the customer, costs are lowered. Because of the non-telephony interface, costs are reduced due to decreased reliance on highly skilled and highly paid personnel. The interface can also be branded using the service provider logos and colors enhancing an organization's brand recognition in the marketplace. The network device interface incorporates an extensive rules engine to improve success rates, thus improving customer satisfaction.

Customers benefit from the C3C® SMB interface as well. A simplified user interface along with simple, not technical messages to clarify success versus error reduce training and administrative costs. Automatic assignment of key attributes and information streamlines management tasks for the customer.



A man with dark hair, wearing a light-colored t-shirt, is smiling and looking at a laptop screen. The background is a soft, out-of-focus indoor setting.

### Easy Access, Empowered User, Satisfied Customer

The End User Interface (EUI) enables an individual business or residential subscriber to easily manage their daily communication information and services. By providing easy access to features such as call forwarding, routing, click-to-call, call logs, and a contact directory, a user is empowered.

#### Key functionality of the EUI includes:

- Quick access to change call forwarding and routing options
- Calling information
- Phone book of personal contacts and corporate directory (for business users)
- "Click to Dial" call initiation from phone book or call log entry
- Self-management of features and services
- Advanced call routing for specific days and/or times
- Profile of user's personal information
- On-line help
- Brandable

Once again, partitioning ensures that a user's data cannot be viewed by other users. This interface also can be branded using the service provider logos and colors enhancing an organization's brand recognition in the marketplace. The network device interface incorporates an extensive rules engine to improve success rates, thus improving customer satisfaction. In the EUI, multiple language presentation allows support of multi-national markets for service providers.

A simplified user interface allows easy navigation of the system for improved control, and the dashboard capability provides quick access to the most commonly used functions all in one place.

### Increased Self-Management Reduces Costs for the Service Provider

The Reseller Interface allows the Reseller to more fully support the basic management needs of small to medium businesses. This interface allows the Reseller to emulate the functionality of the SMB, perform tasks on behalf of the SMB and assist the SMB administrator when they request assistance. Further, the Reseller UI has administrative capabilities over the SMB users such as adding SMB users and resetting of passwords.

#### Key functionality of the Reseller UI includes:

- Reseller Partitioning
- Verify Services
- Create/Modify/Delete SMB Users
- View the SMB Interface as an SMB Administrator does
- Manage Passwords for SMB Administrators
- Brandable

With the Reseller UI the service provider passes control on to the customer. Partitioning ensures that a customer's data cannot be viewed by other customers and branding of the interface using company logos and colors enhances an organization's brand recognition in the marketplace.

The simplified user interface increases self-management which reduces training and administrative costs. Because simple, not technical, messages clarify success versus error the reliance on highly skilled personnel is reduced.

### Clean Easy-to-Use Integration

The C3C® Admin Web Services API allows for API requests to the C3C® Application. The C3C® Admin Web Services API provides third parties (service providers, resellers, ISVs, integrators) with a SOAP-based interface to the most frequently used admin services of the Strata C3C® Server. Using C3C® Admin Web Services, third party applications such as workflow engines (WFEs) and customer resource management (CRM) systems can be cleanly integrated with C3C® using a loosely coupled service-oriented architecture (SOA).

#### Key functionality of the Admin Web Services API includes:

- Create and Delete a Contact
- Create Administrator User
- Create and Delete Service Provider
- Assign and Unassign Customer DN Range
- Create, Modify and Delete Customer
- Run Jobs for Session Server Domain and Customer, Initial and Incremental Switch Synchronization
- Create and Delete a Subscriber
- Add, Modify and Delete Subscriber Service

C3C® Admin Web Services API can be deployed on any supported C3C® application server and provides seamless integration of C3C® for provisioning. The C3C® API also has an easy-to-use standards based infrastructure.

### Powerful Technology, Simplified Process

C3C®'s provisioning and customer self-service product includes full life cycle support for SIP Trunks. Service Providers can reduce their cost and shorten fulfillment times by utilizing C3C® SIP trunking provisioning capability. C3C®'s SIP trunk functionality is based on powerful template-based technology. Service providers can allow a user with limited knowledge of the SIP trunk definition process to create a new SIP trunk. SIP trunks can be managed using C3C®'s Administrative Graphical User Interface or the process can be automated using C3C®'s robust web services based API.

#### Key functionality of SIP Trunking includes:

- The templates allow for the setting of intelligent defaults
- C3C® takes the data gathered and updates all the required components of the switching platform; it takes care of accessing all of the appropriate components in the formats they require
- C3C® allows a SIP trunk to be managed through a single interface

C3C® provides access to the IP/PBX market segment in a cost effective manner by reducing effort to provision, reducing the knowledge required to provision and having faster turn-up with fewer errors. The overall cost reduction to provide the service means the low end of the market has a business case to justify pursuit.



### Take the Ventraq Path

Ventraq has over 40 years of innovation as telecom data experts. The Ventraq Business Analytics solutions pioneered the use of massively-parallel processing (MPP) databases analyzing telecom-specific data. The Ventraq Decision Server powers the first personalized policy-control mobile solution in the market. Additionally, our 4th generation Mediation solutions support all telecom industry standards, interface to all types of network elements and provide accurate data to billing systems and other operational support systems. Ventraq is also the leading provider of Service Management and Customer Self-Service (CSS) solutions to the communications industry. Ventraq has extensive experience in designing, developing, deploying and supporting service management and CSS solutions.

This mix of capabilities, history of innovation, data network and self-care expertise and global customer footprint provides a unique ability to deliver solutions to a departmental and/or an enterprise-wide telecom audience. Ventraq solutions have been implemented and proven highly beneficial in some of the largest carriers around the world, processing billions of events per day and creating a better customer experience.



+1 856 866 1000 Americas  
+39 335 774 9491 EMEA  
[www.ventraq.com](http://www.ventraq.com)

©2011 Ventraq, Inc. All rights reserved.  
C3C® is a registered trademark of The Strata Group, Inc.