



ENABLING
BROADBAND
ANYWHERE

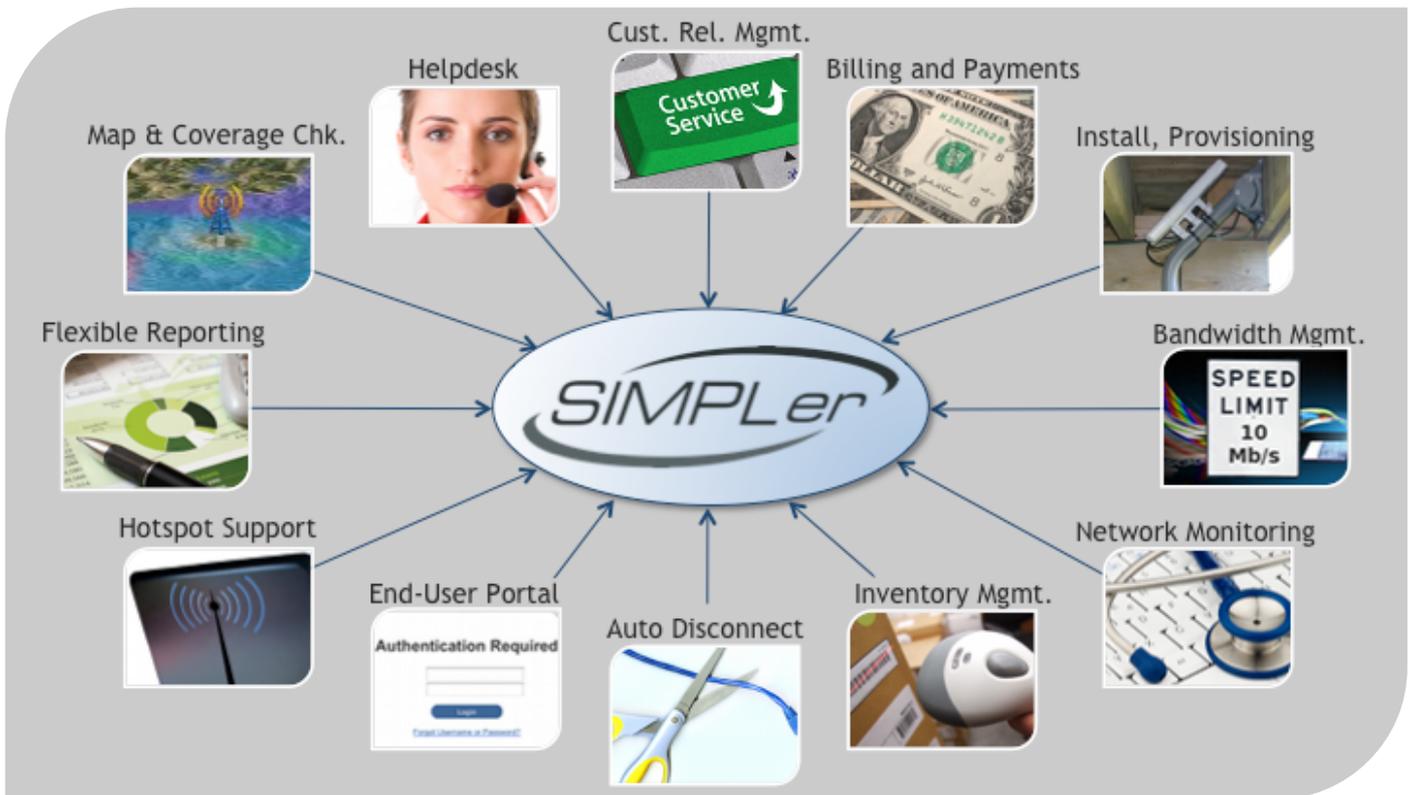


SIMPLer

Subscriber Information Management Platform

Azotel's Subscriber Information Management Platform provides a completely integrated operations and management solution for broadband networks. It allows operators to focus on their core business of retaining and building their customer base, rather than on the details of the underlying technology.

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Azotel's Subscriber Information Management Platform (SIMPLer) differentiates itself from its competitors by providing a single system used for all network operations and management functions: Customer Relationship Management, Billing and Payment Processing, Bandwidth Management, Automatic Subscriber Notification/Throttling/Disconnect, End-User Portal, Helpdesk, Hotspots, Inventory Management, Network Monitoring, Dispatch/Installation/Provisioning, Flexible Reporting, Mapping and Coverage Checking, and more.

Using a single platform significantly reduces costs while increasing efficiencies. It eradicates the need for manually replicating your customers' data in multiple systems, and ensures that all staff have easy access to the latest information about your customers - in real time.

The benefits of SIMPLer include:

- **Highly Cost Effective:** Significantly reduces capital and operational expenditure by using a single platform.
- **Rapid Deployment:** SIMPLer is ready to go when you are. Flexible deployment options mean we can integrate easily into existing networks.
- **Proven Solution:** The SIMPLer platform has been developed based on many years of practical experience in building and operating broadband networks.
- **Proven Business Model:** Adds value to your business by consolidating functions into a single platform, and ensuring that your subscriber data is secure and up to date at all times.



Main SIMPLer Features



Customer Relationship Management

Azotel's SIMPLer platform manages all of the data for a customer, or potential customer, from start to finish. This is presented in a user friendly, easy to navigate interface, which means that the required information is always quickly and easily accessible. The platform also provides integrated trouble ticketing and sales tracking systems. Operators can also add their own custom fields to the customer record, and attach files of any type.



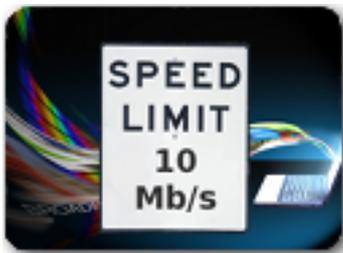
Billing and Payment Processing

Multiple payment methods are supported, including automatic payments via direct debit, e-checks and credit cards. Interfaces to the most common payment gateways are available, including Authorize.Net, IP Pay, Moneris, Realex, PayPal and Payment Express. Usage-based billing is supported, which allows subscribers to be charged based on the amount of data that they use. An integrated debtors ledger and numerous financial reports are also available.



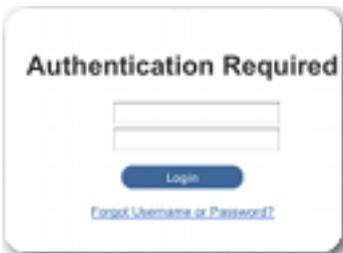
Auto Notification, Throttling and Disconnect

SIMPLer can monitor subscribers who have invoices which are overdue, and/or subscribers who have exceeded their weekly or monthly data cap. When pre-defined thresholds are exceeded, the affected subscribers can be automatically notified, throttled (so that they remain online, but the speed of their connection is reduced) or disconnected.



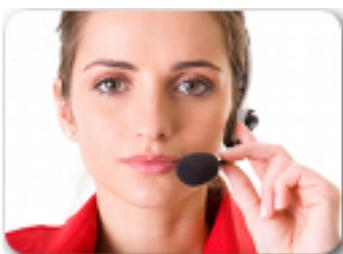
Bandwidth Management

The optional WISP-In-a-Box (WiB) provides bandwidth management and traffic shaping capabilities. Customers can be grouped into buckets with pre-defined uplink and downlink speeds and contention ratios, with the WiB managing traffic to ensure that customers remain within their allocation. Peer-to-Peer traffic can also be restricted.



End-User Portal

The End-User Portal provides end customers with online access to important information about their account. Customers can view and edit their account details, payment method and equipment details, can see their current balance and previous invoices, make electronic payments, purchase hotspot tokens, view their data usage, run a speed test, and more.



Helpdesk Service

An outsourced helpdesk service is available to deal with support issues from end customers. The helpdesk staff are experienced in using the SIMPLer platform, and in dealing with typical customer issues in a wireless broadband network. This allows operators to avoid having to hire and manage additional staff to provide 24-7 support themselves.



Main SIMPLer Features



Hotspot System

Hotspot services can be provided using Azotel's optional Hotspot-In-a-Box (HIB), or a MikroTik hotspot controller. Both free and paid services can be provided, with purchased tokens being limited by time and/or data. The portal pages used during the sign-up process can be easily customized with an operator's own images and branding.



Inventory Management

Details of equipment that is in use and in stock can be managed within SIMPLer. This allows an operator to manage not just the equipment that is assigned to each customer, but equipment that is available for use for new installs across multiple warehouse locations. Parent-child relationships can be created and maintained automatically, so that the entire equipment hierarchy is known.



Network Monitoring

SIMPLer monitors the health of the network, and identifies any equipment that is unreachable. When this happens, alerts can be sent via email and/or SMS, so that you're notified of potential problems immediately. SIMPLer also provides usage graphs for individual customers and equipment, and many other diagnostic tools and statistics.



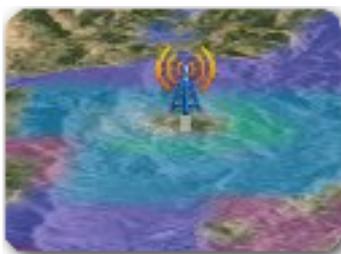
Dispatch, Installation and Provisioning

SIMPLer automates as many of the steps required to provision a new customer as possible, thereby eliminating possible causes of error. It also provides a graphical scheduling facility based on Google calendars for installs and repairs, which includes the ability to send daily email notifications to each installer outlining their tasks for the following day.



Flexible Reporting

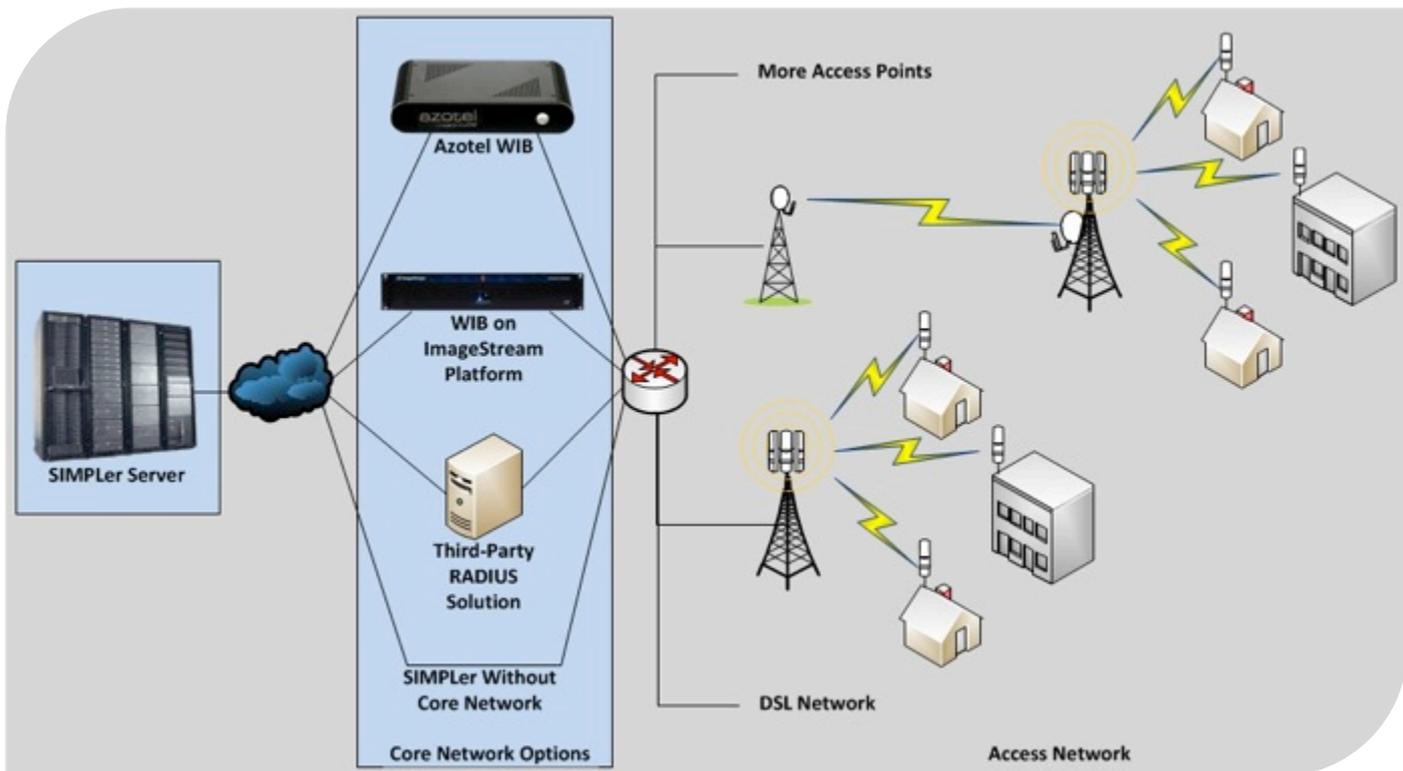
Operators can securely connect to the SIMPLer database using an external reporting package such as Crystal Reports or Jasper Reports. This allows operators to create and run their own complex queries whenever they want.



Mapping and Coverage Checking

The positions of all of your customers can be overlaid on both Google Maps and Google Earth, so you can see their locations graphically. This allows operators to identify clusters of potential customers in areas where they do not currently provide coverage. An integrated coverage checker is also available, which determines whether line-of-sight is available from an access point to a potential customer.





SIMPLer Deployment Options

Whether your network is wireless or DSL, single or multi-homed, routed or flat, your CPEs use NAT or bridge mode, you use public or private IP addresses etc. - our flexible deployment options mean that we can easily integrate our solution into your network.

Our deployment options include:

Azotel WIB

The WISP-In-a-Box provides a reliable, cost-effective solution for access control and bandwidth management. The WIB can also work in bridged mode, which makes it easy to integrate into almost any network.

WIB on ImageStream Platform

The WIB firmware can also be run on ImageStream platforms. This provides a very flexible solution for operators who want to take advantage of the advanced features that ImageStream provide and also use the WIB for bandwidth management.

RADIUS Solution

SIMPLer supports RADIUS, so it can work with third-party bandwidth management solutions which also support RADIUS. This is a useful option for operators who already have a solution in place, but still want to take advantage of the other benefits that SIMPLer offers.

SIMPLer Without Core Network

In some cases, operators choose to use SIMPLer without a core network option. This allows them to avail of the other features that the SIMPLer platform provides, while keeping their existing network configuration completely unchanged.

For Wireless Broadband Networks, SIMPLer will work with any proprietary Point-to-Multipoint system, including equipment from the following vendors:



SIMPLer also supports Metro WiFi networks (such as those available from Motorola and Tropos Networks), fixed WiMAX (be it 802.16d or the fixed subset of 802.16e), and wired access networks such as DSL and dial-up.



To find out more . . .

If you would like to learn more about any of Azotel's products, please contact us via our website or at any of our office locations below.

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