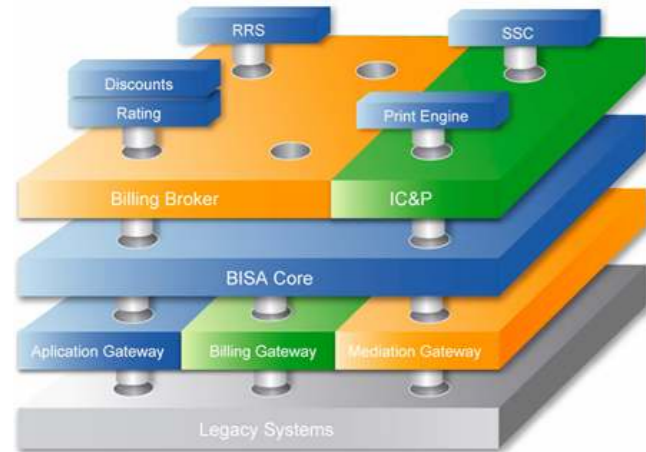


Integration Platform: Dock-In Approach

TO ENABLE EASY AND SMOOTH REPLACEMENT OF THE LEGACY SYSTEMS OR MODULAR IMPLEMENTATION OF ZIRA BISA COMPONENTS WE ESTABLISHED FRAMEWORK CALLED "DOCK-IN".

THE COMPLETE PROCEDURE HAS THREE STEPS:

- 1) Attach Billing Gateway (BGW) to the Legacy System
- 2) Implement ZIRA BISA Core and Billing Broker to enable plug-in infrastructure.
- 3) Plug-In target application modules or complete solution.



Dock-In Approach for Integration Purposes

Architecture Overview

ZIRA BISA PRODUCT HAS A SCALABLE AND MODULAR STRUCTURE THAT GUARANTEES ECONOMICAL SOLUTION SEGMENTATION.

The system architecture is designed and based on service convergence through the process of sales, service usage charging, invoicing, and payment control.

One Customer, multiple Contracts, single Invoice and AR account. This approach guarantees integrity and enables effective expansion in line with the appearance and introduction of new services



Our Solutions for Your
Business Excellence



For more information about how ZIRA distinctive solutions and services can help you achieve high performance by creating, developing, delivering and managing innovative services more efficiently and effectively, please send us an email to : info@zira.com.ba or call +387 33 296 680

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About ZIRA

ZIRA was founded in 1995, and has since established itself as a leading ICT Company in the region and beyond for Telecommunication industry, focusing on BSS/OSS.

We have always been on the leading edge of providing our customers with products and solutions that keep them ahead of their competition. ZIRA provides enterprise products that scale to the largest service providers needs.

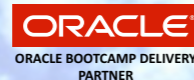
By providing flexible, innovative technology, and fully up to standard and recognized solutions, we help our customers reduce costs by consolidating complex operations while growing their networks and service offerings to generate new revenue.

Our products are built on component technology, which enables companies to effectively manage billing accounts and customer relationships, while provide the best platform for the next generation of telecommunication services. Our products offer business integrity, convergence, greater efficiency, and cost effective growth.

Our innovative and unique solutions address the needs of both emerging and established

ZIRA BISA

Billing and CRM Suite



ZIRA BISA IS CONVERGED BILLING AND CRM SYSTEM DESIGNED TO ENABLE TELECOM OPERATORS TO MANAGE THEIR ADMINISTRATIVE AND BILLING TASKS MORE EFFICIENTLY.

ZIRA BISA provided solutions for CRM and convergent Billing of different services such as wire-line, wireless, data networks, broadband, cable TV, VoIP, IPTV etc. The system offers n-tier and web-enriched features including multilingual, multi-currency, and flexible tax structures to support carriers worldwide. ZIRA BISA enables quick deployment of new services, marketing promotions, while providing system scalability, reliability and flexibility.

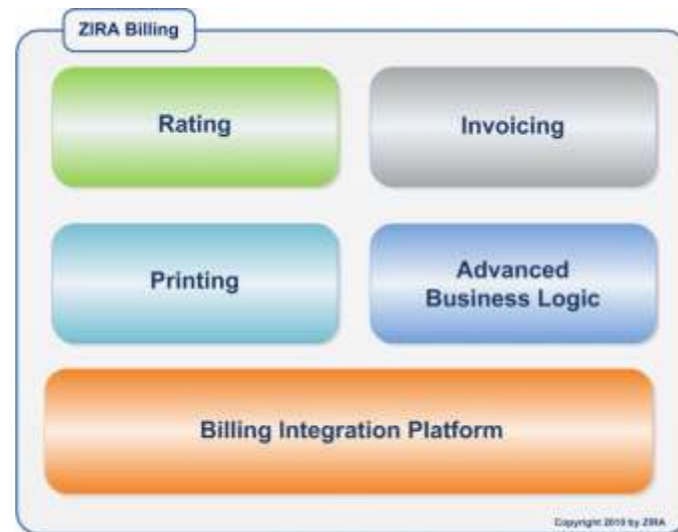
ZIRA BISA accelerates time to revenue and enhances business agility by employing a unified architecture to remove complexity. The portability and scalability of the software, combined with comprehensive and flexible system administration and user tools, provide a dynamic package is ideally suited for both entrant and established Telcos.

KEY SOLUTION FEATURES:

- Convergent Billing System with full scale CRM for wireless, wire line, data and IP-based services
- Flexible and efficient support for the next generation services
- Powerful Rating engine able to handle different charging criteria: duration, volume, event, content, and its combinations
- Centralized Product maintenance enabling easy creation of bundled offerings and respective pricing schemes with cross-product discounts, bonus schemes and loyalty programs
- End-To-End 360 degree customer view based on comprehensive customer administration, providing and maintaining data on all customer-related activities
- Customer segmentation to support sales and marketing through the campaigns and promotions
- Unique ability to focus on Corporate Customers
- Unique self-correcting procedures for revenue leakage detection and prevention
- Itemized and in-depth analysis of account, available at any time throughout the billing cycle

BILLING SUITE

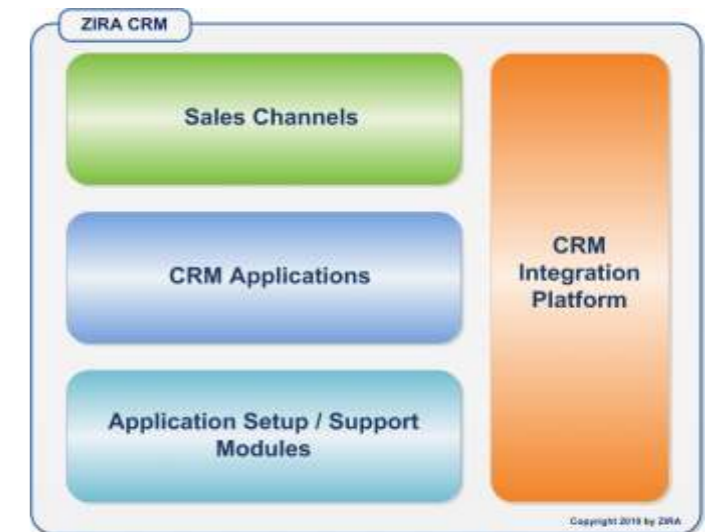
ZIRA BISA - Billing major modules are: Rating, Invoicing and Printing, combined with Advances Business Logic



ZIRA BISA - Billing Building Blocks

CRM SUITE

ZIRA BISA – CRM major modules are: Sales channels, CRM Applications and Application Setup / Support modules.



ZIRA BISA - CRM Building Blocks

Rating, Discounts, Bonus and Loyalty Program

KEY SOLUTION FEATURES:

Unlimited number of input formats and corresponding transformation rules, Duplicate Prevention, Rating, Re-Rating, Re-Cycling through Re-suspension
 Service differentiation and support: Voice (MOC, MTC) SMS (SMSNO, SMSMT), MMS (MMSO, MMSMT), VAS, 3/4G (Volume, per APN), DSL, VOIP, IPTV, VoD etc.
 Unlimited number of Tariff Plans and Rating options: event, duration, volume, QoS, content etc.
 Native Revenue assurance – detection and prevention of revenue leakage based on comprehensive end2end reconciliation, and unique self-corrective procedures combined with automatic re-rating in current billing cycle

DISCOUNT AND BONUS SCHEMES:

Applicable through the Order Handling, Rating, Invoicing
 Different treatment for: Service Usage patterns, Cross-product schemes, Contract Duration, Number of Subscriptions per Contract, Invoice Amount Ranges, etc
 Personalized Discounts: Free Usage on Birthdays, F&F, Special Zones and Dates, High five, Home Cell
 Roll over possibility

LOYALTY AND BONUS EXAMPLES:

“Earn iPhone”, “Recycle your mobile”, “One month free DSL”, “Collect points and Select item from gift shop”
 Tariff for Loyal Customers: Customers that have invoice bigger than X and Pay on time in the last period of n months can select special tariff...

Invoice Control and Processing (IC&P), Print Engine

IC&P KEY FEATURES

Convergent Invoice Production
 Full Process control: Restart, Rollback – Complete – Segmented – Test Run – QA Run
 Powerful Discount Engine
 Multiple levels of aggregation suitable for complex bill structures
 Complex Engine for One Time and Recurring charges with instalments, interests and deposits handling
 Flexible Invoice Grouping
 Multiple Billing Cycles/Periods
 Comprehensive Interfaces for Data Extract and Reporting purposes

IC&P SPECIAL FEATURES

Invoice Withdraw
 Invoice Suppression
 Invoice Item Suppression
 Service-Customer Validation
 Integrated QA processes (Validation & Verification)
 Reconcile procedures providing Control of Input and Output balances and amounts

PRINT ENGINE FEATURES

Different layout supported
 Delivery methods: email, CD, Web, post...
 Delivery formats: XML, ASCII, CSV, and HTML
 Single, convergent bill for all services at account level
 Invoice messaging
 Invoice Sampling
 Printing Suppression
 Interfaces for online presentation



CUSTOMER CARE KEY FEATURES

Advanced Customer Administration
 Single View of Customer History Tracking
 Consolidate segmented customer data into different business functions
 Secure and fully support Customer Master for Billing with maximum usability
 Discount attachment and definition
 Rule Based Product maintenance for faster TTM

CUSTOMER ORDER & TROUBLE TICKETS MANAGEMENT

Unified Order Handling
 Contracts Handling and Archiving
 Complete Order Monitoring
 Centralized Trouble Tickets Handling
 Flexible Workflow definition
 An enhanced product offerings for group customers such as ‘Family’, ‘Friends’, ‘Fun Club’

SALES CHANNELS SUPPORT

Self-Care, Call Centre, Front Offices
 Increase customer satisfaction through real-time customer interaction
 Order creation/entry. Integration with Customer Order Management
 Billing data presentation – Monthly Invoice, Itemized Bill, Rated but unbilled charges...
 Financial Status Checking
 Promotion and marketing opportunities