



External Dynamic Routing™



Unified Calling Cards
Call Origination and Termination
International Traffic
Advanced Services
Self-Administration
Self-Healing
Internal Access



Overview

As a player in the VoIP industry, you understand how important it is to have your services set up in a way that will bring ultimate satisfaction to your customers. And you have certainly realized that you need a complete VoIP system in place that makes it easy to perform the following critical steps:

- Identify customers' service preferences
- Apply different service levels to specific customers
- Ensure robust and reliable service performance

» External Dynamic Routing: How It Works

EyeBill enables:

- LCR
- QoS

EyeBill Billing Platform combines info on route price, quality and other parameters in real time and prepares a list of routes, ordered in terms of relevance to the clients needs (low cost, high quality or any combination of these). Next, EyeBill interacts with the softswitch over RADIUS protocol to send the routing plans for implementation.

» Why External?

As an end-customer makes a call, their requested destination needs to be routed through a carrier or multiple carriers. The "decision" for choosing a particular route can be done internally by the routing device or externally by the VoIP billing system. Many carriers choose external routing, since the billing system can use larger amounts of up-to-date information from the database to perform more sophisticated calculations in order to come up with an optimal carrier route, as defined by the billing system users.

NEW: External Dynamic Routing

Why Dynamic?

Flexible routing rules

The routing feature is called dynamic because EyeBill Billing bases its routing plans on real-time statistics drawn from the database and on rules predefined by the billing administrator. The rules are created by input of any measurable criteria or combination of criteria into the system. QoS (Quality of Service of Routing), for example, can be defined by the user as routing, where ACD (Average Call Duration) does not fall below 2.1 minutes and ACC (Average Call Completion) is not less than 80 percent.

Real-time route rating

In the system, each carrier route has its own weight factor, whose value depends on the extent to which the route meets the predefined quality of routing thresholds, as mentioned in the example. Depending on the weight value, a carrier route is rated on first place, second place etc. The weights for all routes are constantly recalculated in real time so the carriers' "rating" is being changed accordingly. Thanks to that dynamic rating update, the quality of the routing is ensured every time. The same refers to setting any combination of price and quality routing.

Customer-tailored routing

The dynamics of the system are also due to its ability to perform routing per group of customers. First, trends in customers' service usage preferences are identified by the billing administrator via the predefined or individual reports in the Reports Module of EyeBill Billing Platform. The billing administrator (or company manager) makes the decision of which clients would prefer better price vs. better quality of the call connection. Then routing plans are created in the Routing Module, assigned to Services in the Tariffs Module and then to a group of clients subscribed to the same Service. These arrangements allow the system to set in real time the appropriate routing plan for each call destination, before sending the routing plan to the softswitch/ VoIP session controller for implementation.

Who Is It For?

EyeBill External Dynamic Routing is a routing solution for VoIP carriers and service providers of any size:

- Competitive and Incumbent Local Exchange Carriers (CLECs and ILECs)
- VoIP Retailers
 - Call shop operators
 - Calling cards operators
 - SOHO and Corporate VoIP retail businesses

For a Dynamic VoIP Business

>> Benefits

- Intelligent VoIP routing, where you can:
 - Specify terms like optimal cost and call quality by any measurable criteria
 - Set service cost/quality thresholds and rules for automatic switching to different carriers when service cost/quality thresholds and service cost/quality performance diverge
 - Customize the service price and quality
 - Identify customer groups by their price- or quality-sensitivity and match that sensitivity with the right calling service
- Increased revenues: save up to 30% using least cost routing (LCR)
- Improved quality: improve quality by 50% using quality of service routing (QoS)
- Ability to create differentiated service offerings to customers
- Operational savings

With EyeBill you are empowered to have your management decisions on the customer service and pricing strategies met, independent of the constantly changing prices and service quality provided by carriers. Therefore the dynamics of EyeBill Billing Engine are a powerful tool for meeting the challenge of the dynamics on the VoIP market.

>> About EyeBill Billing Platform



EyeBill Billing Platform is a high-end billing software product that covers any business model within telecom services industry. Besides its main purpose of authenticating and authorizing clients of VoIP operators and accounting for the clients' usage of the services, the system performs highly flexible reporting and routing plan functions. The billing system's open architecture and modular design make it easily customizable. EyeBill billing Platform supports products of the leading gateway and RADIUS server manufacturers and its web-based interface allows it to be used by companies in different geographical regions without the need to install additional software.

Prepaid Calling Cards
VoIP Origination and Termination
Wholesale Traffic
Prepaid Services
PC/Phone Billing
VoIP Callboxes
VoIP Resell
Internet Access

External Dynamic Routing - Steps:

Step 1 : As an end-customer makes a call, the routing device contacts EyeBill System prior to establishing a call session.

Step 2 : Using RADIUS protocol the routing device sends the EyeBill Billing Application a request for:

- Authentication
- Authorization
- Routing information

Step 3 : EyeBill Billing Server:

- Authenticates the client
- Authorizes the call
- Determines the group, to which the calling customer belongs (service packages may vary from premium for VIP clients to low-cost ones for price-conscious customers). Customer categorization is performed in advance by the billing system operator by means of a specialized customer report utility in the billing application. In some cases a group may even include one customer only
- Classifies the routing request according to the customer group and assigns a corresponding routing plan
- Using up-to-date information from the database the system performs in real time best route estimation for the needs of the client
- Prepares a list of possible carrier routes that fit best the customers' service preferences. The list of routes is arranged by relevance to the customer's service preferences (the 1st being the most relevant). The system includes all possible carrier routes in the routing instructions

Step 4 : The Billing Engine sends the "list" of relevant routing options to the routing device for further call handling.

Step 5 : The routing device applies the routing instructions, provided by the EyeBill Billing in step 3.

