

Converging Communications Platform

Introduction

In the telecommunications industry today customers demand rapid development of high quality voice applications and therefore rely heavily on supporting technology that can provide a solid basis for their operations. Now, Simplified has built its Configurable IVR Platform (CIP) to meet the customer's demands in the changing telecom industry. CIP is intended for both companies that demand carrier-grade solutions or entry-level systems. CIP is a state of the art solution. CIP is unique in its open architecture and scalability.

How does Simplified help you to develop, build and operate your telecommunications applications?

Simplified truly understands the critical business requirements of today's telecommunications providers, service providers and business customers. Simplified has developed its own core technology and has engaged sustainable partnerships with leading technology partners to integrate best-in-class practices with Simplified's CIP and to provide the ultimate platform for application development.

CIP key benefits

- **Freedom of choice** - CIP is the leading application platform to develop, build and operate high quality of service applications. It supports all major standards and best-in-class technology to rapidly build an open platform for your voice and CT applications based on your technology and hardware requirements;
- **No disinvestments** - CIP's architecture is unique in its flexibility and scalability to start with a single chassis entry-level solution and develop 'as you grow' to a carrier grade solution without any disinvestment in technology or application development;
- **Share knowledge** - Since Simplified has gained impressive knowledge of the telecom technology industry, it pro-actively offers consulting and technology support to its customers;
- **Time to market** - Customers demand rapid application development. With its unrivaled application builder CIP provides intuitive rapid application development, enabling a fast time-to-market;
- **Quality** - Due to its architecture, best-in-class technology, systems management and support Simplified offers a high quality industry solution with its CIP;
- **High availability** - The CIP architecture allows a fully redundant system environment, providing carrier grade solutions to service providers and telecommunications operators;
- **Low total cost of ownership** - The CIP architecture incorporates all necessary development principles to run the solution for application service provisioning and thereby offering a low total cost of ownership for business customers.

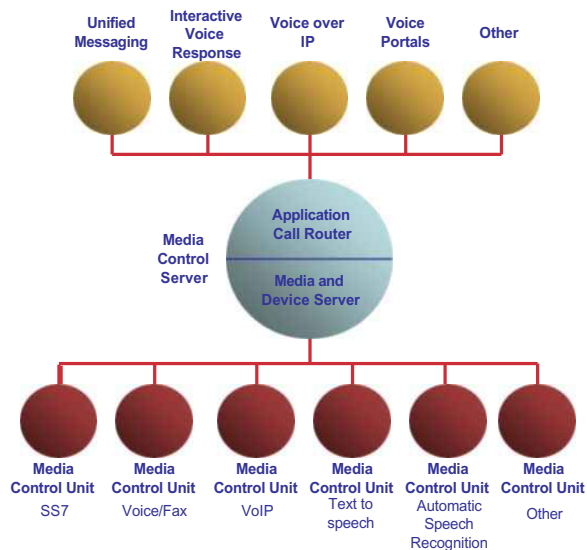
Scalability

CIP can share all its hardware and software on one chassis enabling customers to start fast. As the demand grows it is easy to scale the technology infrastructure, without any disinvestment on hardware or software. CIP offers a fully redundant and distributed client/server architecture for demanding carrier grade solutions. It supports a wide variety of signaling protocols. It provides fault tolerant redundancy for basically all hardware units and duplicated chassis for fault tolerant systems.

CIP Architecture

CIP is based on a distributed client/server architecture. It has three independent layers:

- Media Control Server;
- Application Server;
- Media Control Units



The Media Control Server is at the heart of the system. It handles both the Application Server and the Media Control Units with the Application Call Router and the Media and Device Server. Redundancy of the Media Control Server is supported in the CIP architecture.

Within the Media Control Server the Application Call Router is responsible for handling application commands and event notifications. The Media Server handles commands and event notifications from the Media Control Units. The Device Server handles resources, data management and registration.

The applications are developed by using a comprehensive rapid development toolkit with an intuitive graphical interface. The interface uses CTTalk as an integrated programming language and users can deploy standard components libraries or build customized components libraries themselves.

And finally the Media Control Units ensure that the applications run independently of media and vendor hardware.

The CIP architecture makes sure that multiple applications run simultaneously on either distributed or shared hardware. CIP runs on all major operating systems like Sun Solaris, Windows NT/2000 and Linux.

CIP Management

- Applications can be executed and stopped without disturbing or interrupting other active applications;
- Hardware components are hot-swappable;
- SNMP support is planned for Q2 2003;
- Administrators can dynamically manage call routes, rules, media resources and file servers.

About Simplified Telephony Solutions

Simplified Telephony Solutions Inc. is a telecommunications converging technology company specializing in the design and development of multipurpose communications solutions. Simplified's scalable and robust technologies and solutions allow large telcos and integrators to develop new and competitive value-added services faster and more comprehensive than ever.