

voice, video  
& data



RR ENTERPRISES LTD.

**Subscriber  
Management  
System**



**RR ENTERPRISES LTD.**

*"The World's Subscriber Management Software"*

THE WORLD'S SUBSCRIBER MANAGEMENT SOFTWARE

## A Totally Integrated Triple Play Solution voice, video, data

“...we naturally trusted RR Enterprises to create a seamless interface between RR’s Subscriber Management System and **Sprint’s VoIP backend**, providing our Customer Service Representatives a single view of all available services to the subscriber, whether voice, video or data. That’s what we needed. That’s what RR delivered.”

**Bob Gessner**

*President*

Massillon Cable TV

“...By combining the highly functional RR Enterprises’ software with **Allstream’s complete VoIP** service offering, Mountain Cable has been able to launch our telephone service in a timely and capital-efficient manner, while complying with all of the regulatory requirements...”

**John Piercy**

*President*

Mountain Cablevision

RR Enterprises also has customer’s such as **Buckeye CableSystem of Ohio** and **Sunflower Broadband of Kansas** that do not use a third-party VoIP provider and instead offer circuit-based services via their own internal telephone switch.

# The Company

**RR Enterprises Ltd.**, a Canadian company founded in 1986, is today one of the leading **subscriber management and billing software** companies for the Multi-Channel Video industry. In 2000 the **RR SmartLink Internet** module was introduced providing our customers a comprehensive video and data solution, and in the spring of 2005 the **RR VoIP Telephony** module was introduced, providing our customers **a totally integrated "Triple Play" subscriber management system**. Not finished with telephony, in the Fall of 2006 we added a switched telephony module. Building on the tremendous functionality of our core cable TV product, operators can now benefit from a truly integrated system where it does not matter to the CSRs whether a voice, video or data service is being ordered. It is just another service available to the community in which the subscriber resides. Our System is operating in numerous locations throughout Canada and the United States and in several countries around the globe.

## The RR Enterprises Subscriber Management System is a totally integrated "Triple Play" voice, video and data solution with many unique features



### + unique software architecture

Immediate access to all subscriber information. Utilizing a "hub & spoke" architecture, CSRs can answer any question about a subscribers account with one additional click of a mouse.

### + triple play solution for voice video and data services

A totally integrated subscriber management system where it will not matter to the CSR whether a voice, video or data service is being ordered, to them it is just another service available within the community in which the subscriber resides and instantly available for order entry.

### + on-line customer care

Subscribers can easily access their account information from the convenience of their home or office PC with online, real-time access to product and service offers linked to the RR Enterprises Subscriber Management System. Subscribers have 24x7 access to account information, products, services and promotions.

# Voice, Video and Data Solutions

**RR Enterprises** is a leading subscriber management and billing Software solution for the “Triple Play” of Voice, Video & Data services.

Our worldwide customer base enjoys personalized service and a highly functional, automated, flexible and user-friendly system.

## + work orders & service calls

The RR System includes a world-class work order and service call module. Once the CSR enters the desired service the System will calculate the monthly rental, prorations, installation charges, security deposit (if applicable), the amount to be collected from the subscriber and determine the next available appointment when there is sufficient time for the work to be performed.

## + workforce management

One of the many strengths of the RR System is the scheduling and management of field technicians. The scheduling program takes into consideration the ability of the technician, and the time required for each installation or service call item. The System offers full Dispatch functionality to prevent deviations in the work schedule, allowing the Dispatcher to fully utilize the field support staff.

## + provisioning

With the RR System there is no requirement for third-party provisioning software. The RR System will directly provision cable modems and set top boxes.

## + total flexibility

The highly flexible RR System utilizes tables and constants to control many aspects of your system. You will have the ability to customize your system to suit your needs and demands. Each constant carries a specific value; consequently a particular action will occur.

### **+ unlimited packaging options**

The Packaging of multiple services is extremely easy to create on the RR System. Pricing may be fixed or variable. The System can automatically qualify subscribers and assign the best package based on their services, or Users may select from a list of services.

### **+ three relational databases**

The only system in the world with three, parallel, relational databases, a Subscriber, Unit (Service Address) and Inventory database. The subscriber's entire history, all work orders, all service calls, their entire credit history, everything is permanently retained, no matter where they have ever lived on your system. Same for the unit, all work orders, service calls, inventory items etc., no matter who has ever lived in the unit!

### **+ PPV, VOD**

The RR System connects to any addressable pay per view system and can support any number of daily and/or simultaneous events. RR Enterprises is a leader in interfacing to digital addressable equipment. Interfaces have been written for multiple vendors, including General Instrument, NDS, Nagra and Motorola. Interfaces have been written for multiple addressable equipment vendors as well as Seachange's VOD product. Interfaces to new vendors are easily created, typically within a few weeks of receipt of the interface specifications.

### **+ complete accounting**

No other system in the world will provide the depth of accounting information and the complete audit trail capabilities of the RR Enterprises System. The RR Enterprises Software System performs a Self-Balancing routine for virtually all transactions daily, during the End of Day Process. This results in extremely accurate accounting within the software package. The RR Enterprises Subscriber Management System also has the capability of downloading data to other General Ledger and Accounts Payable packages.

### **+ extensive reporting capability**

There are literally hundreds of reports available with our system. The RR Enterprises Subscriber Management System has the capability to run reports directly from the menus. We have structured our reports so the user can easily extract information from either the subscriber or unit (service address) databases. We also give the opportunity to produce reports from the Work Order and Service Call menus. RR Enterprises' customer's have the ability to easily create their own reports, and download the reports for immediate review.

### **+ powerful marketing campaigns**

Total flexibility in the handling of marketing campaigns and packages, enabling you to tailor a marketing campaign that is just right for your targeted subscriber group. Supporting new services and providing unparalleled capabilities in the development of campaigns and packages to help you sell those services is a significant strength of the RR System.

### **+ charging & invoicing**

With the RR System charging a subscribers account is completely different than invoicing a subscriber's account. Charging is done once per month and the System applies all the charges for services, taxes, installation fees etc. to the subscriber's account. It is the charging that affects the financial changes to the subscriber's account, not the act of invoicing, which simply is a method to collect the money charged.

### **+ highly automated**

The most automated SMS system in the world! Automatically performs the following; End of Day, Pre-Authorized Checking, Posts Cash & Journal Vouchers, Charging, Invoicing, Accounting Reports, Late Charges, Schedules Work Orders, Automatic faxing of Work Orders to Technicians, Marketing Letters, Interface to G/L and much more!

### **+ outstanding customer support**

A cornerstone of our business. Our support staff has many years of experience and are veterans of the cable TV business. They thoroughly understand all the challenges facing cable TV operators.

# A Totally Integrated “Triple Play” Solution

The **RR VoIP Telephony software module is totally integrated** within the RR Subscriber Management System, providing a **single point of order** entry for all services available to the specific subscriber. RR customers can now leverage a single platform to deliver innovative cross-product campaigns and packages across their **Cable, Internet and Telephony product offerings**.

The RR VoIP Telephony module integrates telephony industry interfaces into the RR Enterprises Subscriber Management & Billing System, providing a totally integrated system solution to improve efficiency and decrease costs. As far as the CSR is concerned, it will not matter whether the subscriber orders video, data or voice service. It will be just another service to be added by the CSR. All subscribers will reside on a single database, and all services available in the community in which the subscriber resides will be instantly available to the CSR.

## **Among the many benefits of having a single point of order entry with the RR Enterprises System are:**

- Our comprehensive subscriber management system allowing CSRs to seamlessly and quickly enter any Cable TV, Internet or VoIP Telephony service.
- A Single view of all services, whether Cable TV, Internet or VoIP available in a specific community.
- Ability to cross-market the “Triple Play” of services using the powerful RR Campaign module.
- Significantly improved Customer Service and reduced CSR response time.
- Reduced training for customer service representatives.
- A true combined bill with the ability to discount across all services
- Improved order and billing accuracy





Pat Kiely, Director of Business Operations & John Piercy, President  
Mountain Cablevision

**In April, 2005 Mountain Cablevision of Hamilton, Ontario, Canada launched VoIP Telephony service to their subscribers, utilizing the RR Enterprises' VoIP Telephony module.**

“In record time, RR has helped Mountain get to market with a residential voice business. We are already fully provisioning customers for telephone with full functionality including elements like telephone number management, E911, and DA/DL file management. With RR Enterprise’s billing solutions, our systems are completely automated and fully integrated with our core businesses.

When we made the decision to take our business forward and offer competitive local telephone to our cable customer base, it was clear from the outset we needed to find an elegant and integrated billing and data management system. Once again, RR Enterprises has met and exceeded our expectations”.

**Pat Kiely**

*Director of Business Operations*

# The RR Enterprises' VoIP Telephony module includes the following:

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**At the time of work order creation you will be able to enter all necessary information for the following items:**

- Control Information
- Surcharge and fees
- Features
- Directory Assistance/Directory Listings
- LIDB/CNAM (Line Information Database/ Caller Name)  
for third party provider
- ILEC information for Ported telephone numbers
- E911 information
- PIC (Primary Interexchange Carrier) Information
- Toll Restrictions
- Account Code Maintenance (Billing code information)

## The RR VoIP

Telephony module is a comprehensive set of programs that will enable you to enter all the pertinent information required from subscribers to provision the telephone number.

## + CDRs

The RR VoIP Telephony module provides **usage sensitive billing** capability with full **Call Detail Records (CDRs)**. Providers have the option of having the CDRs printed with the invoice or to provide subscribers a portal where the CDRs can be displayed.

The RR VoIP Telephony module accommodates granular **Call Detail Billing for Long Distance calls** and Operator Assistance calls. The System provides cable operators the flexibility to consider charging for long distance calls on a call-by-call basis. While certainly possible there is no requirement to offer a LD included pricing model. With the RR System cable operators can **take full advantage of their total telephone revenue potential**.

## + VoIP or Circuit-switched Telephony

Our customers have the ability to offer telephony services either through a third-party VoIP provider or from a customer's own internal circuit-based switch, although as yet we do not have the code written to communicate directly to the switch. Here are the comments of two customers offering circuit-based telephony services.



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“In today’s highly competitive environment, businesses that offer voice, video and data services are focused on systems that maximize customer relationships. RR Enterprises has designed and delivered the telephony elements that support our business with a truly convergent billing, customer care, inventory and revenue management system. RR Enterprises’ comprehensive, integrated platform meets our unique requirements as a circuit-based Telephony service provider as well as our planned launch of VOIP services.”

**Debra Schmidt**  
*Director of Telephone Services*



“RR Enterprises pursued delivery of core telephony capabilities through identification of operational requirements, a design integrating new and enhanced functionality, development that delivered an effective application, and cooperative user testing and implementation that allows a smooth integration into current operations.”

**Michael J. Roth**  
*Director - Billing & Carrier Management*



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## The major programs within the VoIP Telephony module include:

### + Customer Contact

Provides a single, completely integrated view of the customer, with all products or services, including voice, video and data, available within their community. The CSR can easily view all related orders and data for a given customer. The CSR can easily and quickly modify customer data, view current services, view current and past orders, view current and past billing records, and view payment history.

**Functionalities include:** Can-we-Serve Validation, Third Party Verification hand-off or Recording for Local/LD Selection Process, Credit Scoring/Verification Interface for Services/Plans, Telephone Number Display/Account link from Caller ID, LOA for Porting from current PIC-LOA.

### + Order Entry

The CSR simply creates a Work Order to establish, change, update, or remove service for a customer. This includes collecting data (e.g. customer information, E911 address, DA/DL information) as needed to provision the order and charge the customer's account.

**Functionalities include:** MSAG Address Validation, Class/Grade of Service, Telephone Number Administration – Native, Telephone Number Assignment – Ported, Directory Listing Information, LIDB - Line Screening Information, CNAM Information, E-911 Information, Life-line/Support Programs, and LD Carrier Selection.

### + Products/Packages/Bundles

Creating a database consisting of all telephony based products offered by the cable company to their customers and maps those products to the specific features available on the network elements. Automatically applies any discounts established for any variety of packages or services selected.

**Functionalities include:** Local Services, CLASS Services, Voice Mail/etc., End User Federal Services, Local Service Packages, Local Service Bundles- ISP/Cable/Wireless/etc., Bundle Allocations/Discount Distribution, Local Usage Plans, Long Distance Plans, Toll Free Plans, Travel Card Plans, Directory Assistance Charges, Operator/Assistance Charges, Pay-Phone Compensation, Truth-in-Billing Compliance, Payment Application, Tax/Surcharge Application, Long Distance Print Suppression and Selective Call Blocking (900, etc.).

**RR Enterprises is the only subscriber management system that incorporates three relational databases, a Subscriber, Unit (Service Address) and Inventory database.**

#### **+ Trouble Management**

The ability to enter trouble tickets to track network, schedule technicians, determine status on troubles, and resolution of the troubles. (I do believe this can be handled by the new tracking for service calls that we have just completed.)

Functionalities include: Assign Report by Service Type, Identify Trouble by Telephone Number, Identify Trouble by LEC Circuit Number, Identify Trouble by IXC Circuit Number, Identify Trouble by Name/IP Address, Track/Age Reports by Service Type, Trouble Reporting, IXC Trouble Reporting, Auto-Escalate by Service Type and Auto-Close/Generate Out-of-Service Credits.

#### **+ Order Fulfillment**

Creating and maintaining steps or status codes to track the service order from initial entry to order completion. The workflow will place the order in certain status dependent upon its current place in the order process and may trigger work events that prompt actions against the service order.

**Functionalities include:** Order Task/Work Group Identification, Task Due Date/Resource Scheduling, and Work Order Generation/Distribution by Task/Work Group, Task Due Date Tracking/Reporting/Escalation, Task Completion/Notification To Order Entry, and Supplemental Services at Installation to Order Entry.

# Sophisticated Workforce Management Scheduling



The RR Workforce Scheduling program was significantly enhanced with an eye towards the introduction of our Telephony module. The RR System now allows users to book their work orders and service calls by certain types of tasks, and will then generate work order JOBS and service call JOBS based on these tasks.

The concept is quite simple, you can define the system to allow certain technicians to do specific JOBS. You may have technicians that can only do cable work, some that only do digital, Internet installations or VoIP installations.

For example, let's say that a work order is created to give the services basic cable, digital services and Internet services. The RR System will automatically, based on JOBS, only assign certain technicians that are allowed to perform the work for each one of these services. Work order (JOBS) is then created so that the booking of the work order optimizes the use of the technicians.

## Work staging

Work orders and service calls will have different JOBS set up so that one piece of work (JOB/s) must be completed before the next piece of work can begin. Using JOBS, the booking program will automatically book a number of work order-JOBS and/or service call-JOBS depending on how many JOBS are required for the whole work order and/or service call to be completed.

Early notification of work (JOBS) not being completed will be through messaging, displays, and reports. The system will also permit automatic rescheduling of work order-JOBS and/or service call JOBS to be triggered by completion dates not met in the earlier JOBS of the work orders and service calls.

A work order or service call may or may not have JOBS assigned to it. If there are no JOBS as part of the work order or service call then the system functions just as it does now. Any technician can do the work and there is only one piece of work to be done for the work order or service call. However, the system may be set up to have one JOB on a work order or service call. Using this, the system can control which technician does which work.

## VoIP Telephony Interfaces

The RR Enterprises' subscriber management system communicates directly with **Allstream's** Network Resident IP Telephony service, allowing for real-time order entry and confirmation, automated order tracking and a powerful suite of bundling tools for promotional pricing and bill presentation.

### Allstream

Allstream is a leading communication solutions provider with a world-class portfolio of IP Connectivity, Unified Communications, Security and IT Consulting Services. Serving North American businesses, Allstream is a division of MTS Allstream Inc., Canada's third largest communications provider with 6,000 Dedicated employees focused on delivering outstanding value to its customers.

### Sprint

We also offer an interface to **Sprint's VoIP offering**. Massillon Cable TV in Massillon, Ohio has been offering VoIP Telephony services in conjunction with Sprint's VoIP product and the RR VoIP module since April 2006.

The design of our VoIP module insures that **we will interface to any VoIP provider** the cable company may choose. Our interface fees are very reasonable and upon receipt of the specifications from the VoIP vendor, we will provide the programming quote to create the interface.

# Our Platform

The platform for the RR Enterprises' System is the highly scalable IBM System i5 server. The IBM System i5 is the premier business server for companies that value integration, simplified use and support for the widest choice of business applications on a single server. It is designed to integrate the latest operating systems and technologies, tested to work together, while simultaneously masking complexity.

The System i5 is the leading computer in the world for database management, and is extremely reliable, with **an uptime of 99.96%**. No dedicated computer operator is necessary; all that is required is for a DVD or tape to be inserted for the nightly back-ups.

## IBM System i5 Model 520

## IBM System i5 Model 550 with expansion Tower

The IBM **System i5** configuration is scalable to any company size using key parameters, such as the number of subscribers, growth of the subscriber data base, number of locations (both central and remote), addressability and addressable vendors, Pay-Per-View (PPV), Audio Response Units (ARU), Automatic Number Identification (ANI) and the number of terminals and printers at each location.

As an **authorized IBM Business Partner**, RR Enterprises will provide a detailed configuration and pricing for a System i5, based on the above variables.

## Hosting Option

If you prefer, RR Enterprises can host any North American cable operator's database on one of our servers. Your staff will access the RR System and your totally secure database, via the Internet. RR Enterprises will load all IBM and RR releases and updates and will also perform the nightly back up of your data. There is a monthly service charge for our hosting option.

RR Enterprises is proud of our software applications designation by IBM of having attained "**IBM Server Proven**" status.

**IBM Server Proven™**

## Some Customer Thoughts...

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“RR Enterprises is not just a vendor but a true partner that understands my business and my needs. They also represent a level of integrity that is unique in today’s business world.”

**Patrick Knorr**

*General Manager & Director of Strategic Planning*  
Sunflower Broadband  
Lawrence, Kansas

“RR delivered what they promised - speed, reliability, support, training, ease-of-use, flexibility, and productivity at a much lower cost per subscriber than the competition. Buckeye Cable takes great pride in providing the best in Customer Service. With the RR System we have purchased a great tool to take Customer Service to even higher levels at a very reasonable cost.”

**W.H. “Chip” Carstensen**

*President & General Manager*  
Buckeye Cablesystem  
Toledo, Ohio

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