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azotel  
.....outside

ENABLING  
BROADBAND  
ANYWHERE

## In This Issue

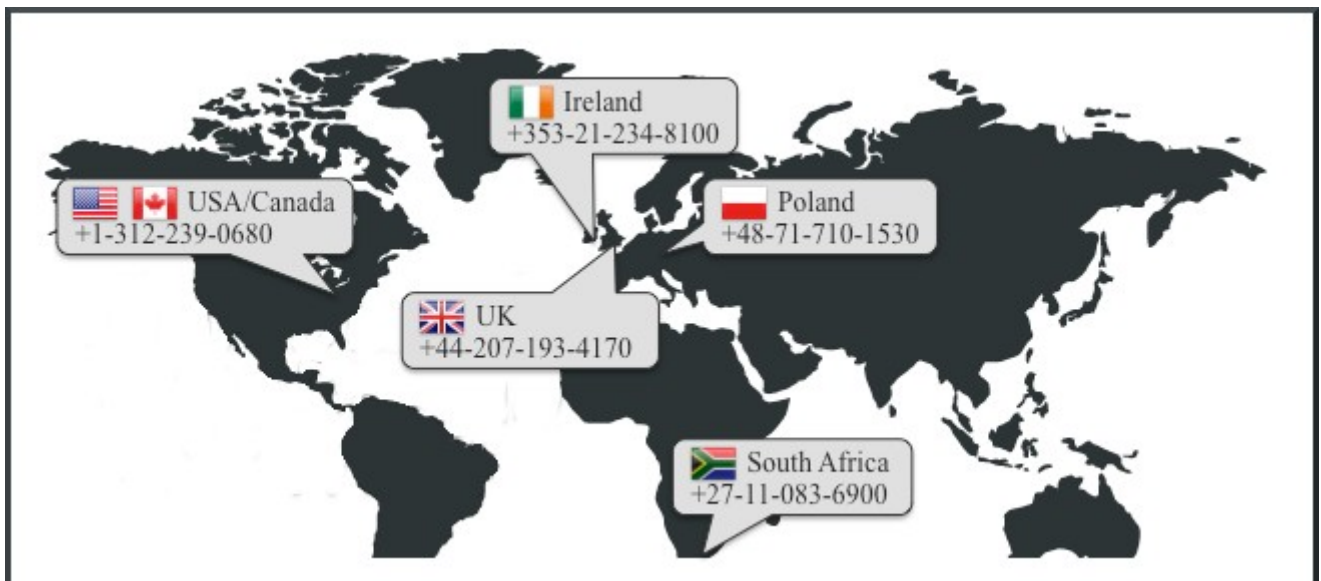
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## Azotel News

In order to make it easier for people in different regions to contact us, we've set up new phone numbers for each of our office locations. Just call the appropriate number for your region, and you'll be connected directly to us.



## Recently-Completed Features

### Google Earth Integration

The mapping functionality within SIMPLer has now been integrated with Google Earth. The same features that currently exist within Google Maps are supported, but you now have the option of taking advantage of the additional features that Google Earth provides, such as 3-dimensional views of terrain and buildings.



The Google Earth view can be enabled by clicking on the ">> Google Earth View <<" link underneath the Customer and Site options on the map page.

[Click here to view the full feature description.](#)

### Refer a Friend

A feature has been added that allows an operator to create referral schemes within SIMPLer. The system can automatically give the person who referred a new customer a credit when the new account becomes "current". The system also keeps track of the number of active referrals that each customer has made, and can give an additional credit when a specified threshold is reached.

Free Service Bonus( <a href="#">modify..</a> ) ( <a href="#">history..</a> )					
Date	Type	Referral	Cycles	Cycles Used	Status
2011-02-14	custom		6	0	Active
2011-02-14	custom		3	0	Active
2011-02-13	refer-a-friend	<a href="#">mgawlo (55)</a>	2	0	Inactive

[Click here to view the full feature description.](#)

### Enhanced Campaign Support

SIMPLer has been enhanced to make it easier for an operator to implement promotional campaigns which give discounts to customers who sign up for specified combinations of products. When a campaign is created, the operator can specify the dates between which it is valid, the amount of the discount, the number of billing periods for which that discount applies, and the products that a customer must be subscribed to before being eligible for it.

## Add A New Campaign

Code	<input type="text" value="STARTER"/>
Version	<input type="text" value="1"/> ?
Description	<input type="text" value="Starter Campaign"/>
Available From	<input type="text" value="Dec"/> <input type="text" value="1"/> <input type="text" value="2010"/>
Available To	<input type="text" value="Dec"/> <input type="text" value="31"/> <input type="text" value="2010"/>
Benefit (Excluding TAX)	<input type="text" value="-8.26"/> ?
TAX Mode	<input type="text" value="Default"/>
TAX Zone	<input type="text"/>
Summary TAX Rate [%]	<input type="text" value="21.00"/>
Nett Amount Rounding Method	<input type="text" value="arithmetic"/>
<b>Projected Total Benefit (Including TAX)</b>	<input type="text" value="-9.99"/>
Campaign Default Cycles	<input type="text" value="3"/>
Turn Off Prorating	<input type="text" value="no"/>
Triggers: No Trigger Conditions Defined	
<input type="button" value="Back"/> <input type="button" value="Define Triggers &gt;"/>	

When a product subscription is added for a customer, SIMPLer will check to see if the customer's products match (or partially match) any current campaigns. If they do, the operator will be given the option of also adding the campaign to the customer's account. If a campaign is partially matched (some trigger criteria are met, but others are not), the operator will be given the option of adding the missing product subscriptions to satisfy the trigger criteria and also adding the campaign. Campaigns that a customer is subscriber to will be visible on the Customer Details page.

[Click here to view the full feature description.](#)

## Data Import Interface

An interface has been implemented which allows operators to import their own data into the SIMPLer database. Using this interface, it's possible to import Customer, Equipment, IP address and Product data, and to associate customers with CPE equipment and with products. This means that operators can now import their own data in bulk, without having to be dependent on Azotel to do this for them.

[Click here to view the full feature description.](#)

## Custom Non-EFT Payments

A new feature has been added to the SIMPLer system that allows an operator to make custom non-EFT payments which will be allocated by SIMPLer in the same way as custom credit card or eCheck payments. The operator can create a lodgement by specifying the customer's Invoicing ID and the amount to be lodged. Upon submission, SIMPLer will look at the customer's balance and pay off outstanding invoices (the oldest invoices will be paid off first). If the amount being lodged is larger than the customer's balance, the excess amount will be lodged as a prepayment.

Note that this feature is due to be deployed tomorrow - Friday 14th January.

[Click here to view the full feature description.](#)

## Other Enhancements

Other recent improvements to the SIMPLer system include:

- [WIB static routes](#)
- [Failed auto-payment notifications](#)
- [Product packages](#)

## Upcoming Features

Work is currently in progress on the following features:

### Coverage Checker

We're currently investigating ways to integrate a coverage checking capability into SIMPLer, to help operators determine whether coverage exists for potential customers. We're considering a couple of options, so we don't yet know how this will look and feel, but it should help operators to assess coverage for potential new subscribers.

### Google Contacts Integration

We're investigating integration of SIMPLer with Google contacts. This would allow an operator to export contact information for all of their subscribers from SIMPLer, import it to Google, and then use Google's sync capabilities to keep contacts up to date on their phone or any other device that Google can sync with.

## About Azotel

[Azotel](#) is a world leader in the development of integrated Core Network and OSS solutions (Operational Support Systems including subscriber management and operations automation). The company equips Operators with the technology and management services required to build out commercially successful broadband networks anywhere in the world. Azotel currently powers multiple broadband networks across [Ireland, Europe, Africa, Canada and the United States](#).

Azotel SIMPLer reduces the costs and simplifies the business of delivering telecommunications services. The SIMPLer platform delivers everything a wireless Operator needs (other than the radio equipment) which can be seamlessly integrated with any access network such as Motorola, Ubiquity, Mikrotik, Alvarion etc.

Simplification is the key to the Azotel approach. By following a prescribed simple business process, we significantly reduce the operating costs and increase reliability of the services delivered to end-users. This in turn leads to much higher satisfaction levels and less churn amongst subscribers.

Azotel was first deployed in 2002 and today has in excess of 50 Operators worldwide. Traditionally, Operators tend to build up their core network and management system using various vendors to address all necessary functions. SIMPLer delivers all this functionality via **a single interface**.

Learn more by visiting us on the web at [www.azotel.com](http://www.azotel.com) or contact us at [info@azotel.com](mailto:info@azotel.com).

## To Find Out More

If you're an existing customer, then the latest versions of all of our customer documents are accessible via the "Documentation" link in SIMPLer. Descriptions of recently-developed features are available on our [external portal](#).

If you're a potential customer, then why not [sign up for a demonstration](#) of our SIMPLer platform or [request a quote](#) from a distributor/reseller near you.

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