



Service: Systems Development    Industry: Telecommunications    Engagement: Full Lifecycle Implementation

## Amentra Improves Customer Satisfaction and Increased Revenues for Telecom Company Communications

*IMPROVES REGISTRATION FROM 9 DAYS TO NEAR REAL-TIME & REDUCE CUSTOMER TURNOVER*

### AFTER AMENTRA

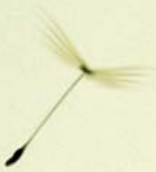
- Auto-registration occurs almost real-time as DSL lines are provisioned reducing the delay in registration from nine days.
- Billing begins almost immediately when DSL lines are provisioned.
- Customer turnover was reduced by simplifying the customer registration and installation process.
- A single, flexible and reusable service-based architecture provides customer registration functionality to both online and auto-registration client applications as well as any future system that may need this functionality.

### BEFORE AMENTRA

When ordering DSL service a customer's billing began when he/she self-registered or automatically registered 9 days after their DSL line was provisioned. The customer installation and registration process was unnecessarily cumbersome because the customer was required to re-enter much of the same data that was entered at order time. Registration functionality was maintained in both an auto-registration and customer self-registration applications.

### EVOLUTION OF BUSINESS PROCESS

Previously, registration functionality was maintained in both the auto-registration and customer self-registration applications. Amentra implemented a system using standard J2EE design, which includes a business tier for encapsulating the registration and dial-to-DSL upgrade business logic, a data tier for accessing the central customer management database and an integration tier for interfacing with many of the company's online external systems.



## TECHNOLOGY USED

- J2EE
- EJB
- Servlet
- JSP
- JDBC
- JNDI
- Java
- XML
- BEA WebLogic
- Apache Web Server
- Struts
- Ant
- Log4J
- Cisco Local Director
- Sun Solaris
- PVCS
- JBuilder

## APPLIED TECHNOLOGIES AND EXPERTISE

Amentra worked with the telecom company to design a technical solution based on standard J2EE technologies and design patterns. The auto-registration client was implemented using a SOAP web-service interface which receives registration requests from a Windows-based Online Ordering System. The customer self-registration application was implemented using a Struts-based model-view-controller architecture, which allows the company to easily separate the application logic from the presentation code for ease of development and maintenance. As the project progressed, the application architecture and design decisions were reinforced as the middle tier services were again reused by a third DSL Registration web application as services were offered in conjunction with MSN accounts. Throughout the project, the telecom company's developers were mentored in every aspect of enterprise component-based application development and were able to maintain and enhance the system long after the project was completed.

**To find out how Amentra can help you please call 804.355.9360 or visit [www.amentra.com](http://www.amentra.com)**

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