

Introduction to Utilibill

Capability statement















About Utilibill

Utilibill was formed in June 2005 as purpose built platform from the ground up. The Utilibill purpose is to simplify the complex business of running Telecommunications reseller businesses. This is executed with a philosophy of automation, consolidation, simplification and system usability. This philosophy is delivered in a top down methodology encompassing the needs of Management, Operations, Finance, Helpdesk, Collections, Agents / Dealers and end customers.

The platform written in JAVA and AJAX and has a security framework which is the base foundation of the system. The Database is designed on the highly scalable and available Microsoft SQL technologies. The system is 100% web based, built as a one system solution with 15 modules. These 15 modules each represent a task the platform was initially designed to consolidate for its first customer. These modules of consolidation include:

- 1. Dashboard reporting module
- 2. Inventory module
- 3. Rate Plan Wizard
- 4. Provisioning module
- 5. Billing module
- 6. Payment module
- 7. Pay by Phone
- 8. Agent Module
- 9. Commission module
- 10. AAA module
- 11. LOLO / LOLM replacement
- 12. Audit module
- 13. Contact module
- 14. XML module
- 15. NBN / Wholesaler / end customer Portal
- 16. Energy, Gas, Water, Chilled Water, body corporate fee billing, provisioning
- 17. Reminder treatment module

Utilibill continue to develop the platform for the benefit of its valued customers. Some works are customer funded others are initiatives of Utilibill deemed to be in the interest of continual improvement of the business offering.

Utilibill is an innovative and somewhat disruptive technology, which is raising the bar for billing companies in the Australian market place. Utilibill continue to innovate and continue to be disruptive driving improved efficiencies into the telecommunications and utilities space. Complacent providers incapable of understanding Telco requirements and unable to keep up with the rapid changes in the market place will be left by the wayside. Efficiency and Automation is the catalyst that drive systems to align with business processes, Utilibill recognise the magnitude of systems impact on efficient business operation and on going success.

Telecommunications companies with turnover between \$50 and \$500Million fall into our area of specialisation. Our platform provides billing services for a number of medium sized Telecommunications providers. There are a number of considerations that make Utilibill stand out.

- 1. The team and our company philosophy
- 2. All code and all hardware is written and supported in Australia



- 3. Hardware selection Industrial grade Server clustering and Fibre technologies
- 4. Our efficiencies reduce staff required
- 5. Friendly system reduces staff induction training turnaround
- 6. Platforms GUI is built using common sense and User centric approach
- 7. Utilibill continues to innovate and integrate new products
- 8. Utilibill have a Controlled Systems Development Life Cycle
- 9. Development, TEST and Production environment style approach for controlled changes in line with ITIL and ISO20000

Current Installation within Australia and APAC

Australia represents the majority of Utilibills' current business profile.

Utilibill currently provides back and front of office services to over 110 service providers. These service providers are a mixture Full service telecommunications providers and niche players. A number of key accounts include Telcoinabox and Southern Phones, Relevant FTTH installs include Sanctuary Cove.

We are in discussions with key tier 1 and 2 players and have ceased offering our services to customers with less than \$15M turnover. We have taken this approach to ensure we maintain a level of service required by customers serious about delivering efficiencies through automation and continuous product enhancements.

Utilibill provides telecommunications billing and provisioning services of Telecom NZ and Telstra Clear in New Zealand for a number of service providers. Openreach and GAMMA end-to-end integration exists for the UK market.

Company Ownership

Utilibill is a 100% Australian, privately owned business limited by shares.

As a 100% Australian owned business, Utilibill has the support of the Australian Government for not only its current offering but also developments underway in both New Zealand and the United Kingdom. One such initiative will see Utilibill provide Telco, gas, power and water on one bill this financial year.



Understanding your Requirements

Utilibill recognise some of the many reasons that you might seek a platform refresh.

- Replacing end of life systems offering flexible and scalable solution
- Increase customer satisfaction through improved timeliness and accuracy of all billing and associated reporting deliverables.
- Improve and standardise internal processes
- Opportunities to generate revenue through value added services.
- Reduce load on support by automating current support tasks
- Reduce load on internal staff by automating current manual workarounds

Having recently worked with a leading telecom consulting firm in Australia, Utilibill has a sound knowledge of the key role billing and reporting plays in customer acquisition and retention, with many organisations looking to telecom expense management to reduce/manage operating expenses. In addition, customers have expectation of service providers providing the tools to achieve the desired outcomes.

There are many challenges for both the service provider and customer that we have identified around billing and reporting, including:

Service Provider Perspective

- Platform is not flexible enough to bill according to various customised contracted rates - e.g. discounts can't be applied at the service level (i.e. typically at account level only)
- Inflexible structure to allow for the package of innovative products and services
- Limited descriptive fields for billing item codes
- Lack of feature transparency between core system and billing
- Inadequate flow of service information from service delivery system to billing platform

Customer Perspective

- Forms fields are incomplete for internal staff to conduct analysis
- System slow to access and manipulate
- Inaccurate inventory tab/fields
- GUI is limited
- Limited data extraction capabilities
- Service fields don't necessarily have corresponding "description" fields '
- Insufficient information available for auditing and management purposes
- Cannot generate cost allocation easily from the User Interface

Through Utilibill's experience in working with retail and wholesale service providers, we understand customers, with sizable annual spend, are looking for the ability to manage and monitor the spending and usage of telecommunication services. They are looking for the ability to:

- Disaggregate bill by cost code and cost centres
- Drill down and query down to call record level
- Generate Management Reporting and build custom reports
- Monitor usage in real-time or near real-time
- Efficiently manage assets and inventories
- Order/Purchase online with ability to track progress
- Lodge disputes and enquiries in a user-friendly customer portal



Pricing

Pricing is highly dependant on the configuration required.

Referees

Utilibill can provide referees from Electricity, Telco and embedded network upon request.



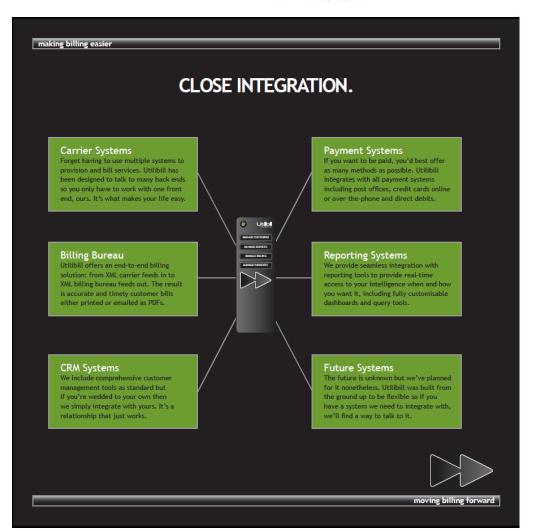
Appendix A - Marketing Brochure













MANAGE CUSTOMERS.

Utilibill's advanced customer management system gives your team the tools they need to provide the service your customers demand. It logs everything done. It tracks everything that needs to be done. And your customers will love you for it.

Powerful Search



Management and front line Customer Service Representatives (CSRs) need to find what they're looking for the moment they need it, so Utilibill offers a single powerful search field enabling name, company or service detail searches. Utilibill doesn't look, it finds.

Contact Log

Not only can CSRs easily add notes every time a customer calls but Utilibill automatically logs every add, move and change to a customers's account to provide a thorough history. Contact notes are easily categorised enabling powerful reporting and can be assigned to different members of the team along with action dates. In short, you'll know what happened, when it happened, who did it, when you need it most.



Integrated Ticketing System

Utilibill's integrated ticketing system allows for any issue to be logged and tracked, ensuring SLAs are met and the customer is receiving the service they signed up for. Colour coded tickets ensure response times are adhered to or escalated to team leaders. Create attachments of any sort to maintain a complete trail of documentation within the ticket and sort tickets by priority, date, team or status.

Online Self-Service

Give customers the ability to look after their own needs as much as possible with a powerful self service portal. Customers can

login to check their billing history, analyse their service usage, pay their bill and update their personal details so when they do call, be ready because you'll know they've done their homework first.

- Customer Contact Information
- Contact Notes within Date Range
- Customers Added within Date Range
- Customers by Postcode
- Date Customers Added
- Customers by Agent







MANAGE SERVICES.

3G, 2.5G, iBurst, DSL, SHDSL,Wi-Fi, WiMax, Mobile Broadband, Mobile TV, PSTN, VoIP, VoDSL, IPTV, Video-On-Demand, Satellite, Gas, Electricity. The services market isn't standing still so make sure your billing platform isn't either.

Provisioning Wizards

Utilibill is a fully converged platform enabling the rapid deployment and provisioning of new services but with a consistency your team will appreciate. Step-by-step wizards guide you through even the most complex of provisioning processes, reducing the risk or human error and often simplifying third-party carrier systems along the way. Services are either provisioned in real-time where possible or result in confirmed appointments along with detailed set-up sheets for supply to the

Multi-Level Management

Services are fully searchable and customisable and can be viewed at a number of levels. View top level only to see basic information such as service type, conection and disconnection

dates, or drill down further to enable powerful configuration options for advanced users.

Easy Transfer

Every service within Utilibill can be easily transferred from one account to another so should ownership change, so can the service. Utilibill tracks where services have come from and where they have been moved to, automatically marking the contact log where necessary.

Customer or Service Rating

Rating can either be applied at the customer level saving time for those with many services of the same type, or every service can be individually rated for granular control. Adjust rates based on event, time and units.

Service Unique Plans

All plans are specific to a service type so for example a mobile plan can never be applied to a fixed wire service.

MANAGE SERVICES REPORTS

- Customers by Services
- Services by Connection Date
- Services by Disconnection Date
- Customer Plan Summary
- Revenue by Plan Summary







MANAGE BILLING.

Utilibill looks after the real-time billing, rating and charging of all services so you can concentrate on acquiring and retaining customers. Our end-to-end service starts with pulling raw data in one end and delivering beautifully presented bills out the other.

Dynamic Rating Tools

Simply copy and edit pre-loaded templates to create innovative plans using event, time and unit based rating.

Paper and PDF Bills

Customers have the option of paper bills, PDF bills or both, PDF bills are always available within Utilibill ready for CSRs to "be on the same page" as the customer.

Presentation Preferences

itemisation to the granular level, departmental

Single and Recurring Charges Once-off charges can be added in a few of

and complex payment structures involving

Bundle Deals

Converged billing of course presents many opportunities to retain customers through cross-sell and bundle offers. Utilibill's flexibility enables various products with different rating structures to be combined

Irrespective of individual rating, utilibill offers a simple way to provide a complete bill discount enabling service providers to offer special deals to reward direct debit payment for example. This is presented to the customer as simply "Your Discount".

Marketing Messages

Every bill is a marketing opportnity for a service provider so Utilibill makes it easy to add messages to both the front and back of

MANAGE BILLING REPORTS

- Margin by Product
- Costs Greater than Charge
- Manual Recurring Charges
- Unbilled Late Payment Fees
- Refunds, Adjustments, Bad Debt
- Customer Overrides
- Statement Summary





moving billing forward



MANAGE PAYMENTS.

Utilibil gives your customers the freedom to choose how they pay their bill, while giving you the tools so make sure they do. But if you gave the best customer service, for the best value services, and an accurate bill, then watch the payments roll in.









Accept Payments, Not Excuses

We like to make it as easy as possible for the end user to pay you some money so Utilibill integrates with all payment sytems so they'll have no excuses. We accept all credit cards including Visa, MasterCard, American Express and Diners Club plus customers can pay online or by I'R pay-by-phone systems. Also direct EFT payments (including B9XY), over the counter payments at Post Offices and Ilevsagents and of course cheque payments by snall mail.

Direct Debit Flexibility

Effective direct debit control enables service providers to "set and forget" the payment side of the equation and maximise their collections efficiency and cash flow. Utilibilit enables direct debit to both credit card and bank accounts and can be set to occur on agreed days of the month or on a weekly, fortnightly or monthly basis.

To maintain the effectiveness of direct debits Utilibill offers two tools: credit card expiry date reports that can be run on a monthly basis to advise customers to update their details and bounce handling alerts so failed direct debits can be followed up.

Real-time Reporting

Utilibill offers a real-time view of all payments processed enabling the tight management of the collections process. A number of reports are available eabling you to

monitor the flow of money in while the aged receivable report shows a real-time snapshot of money owed and customer contact info, enabling broadcast email and SMS reminders.

MANAGE PAYMENTS REPORTS

- Payments for Day
- Payments for Month
- Payments by Date Range
- Aged Receivable
- Credit Cards Hear Expiry
- Customer Direct Debit Details
- Balance over Credit Limit





moving billing forward



For billing:

Internet Services
Voice Services
VolP Services
Mail & Web Hosting
Wireless Services
Satellite Services
Video-on-Demand
Flectricity Electricity

Features:

Features:
Web platform (no software required)
Integrated ticketing system
Integrated dashboard
Integrated payment services
Integrated reporting
Integrated calendaring
Integrated customer portal
Integrated customer portal Integrated customer portal
Integrated radius services
Integrated mail/web/DIIS
Pay-by-Phone ready
Role-based access lists
Agent ready
View/pay your bill online
PDF or print bills
Customisable bill format
Customer based bill options
Service entering/ordering wizards
PCI compliant (Visa/Mastercard security compliance program)
Instant activation of email, web hosting, dial up and VoIP services
Customise the system to your requirements

Specification:
The Platform is Based on Dell server clusters running MS-SQL,
Apache, Java and AJAX. The Utilibill platform also has a web objects
layer and accepts XML formats

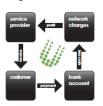
Requirements:

Internet Explorer 7 or above Internet Explorer Mobile



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Appendix B - Existing Utilibill Modules

Utilibill provides a number of fully integrated modules. We continue to add new modules to the platform, which currently consists of;

Reporting



Utilibill comes with many standard reports. These reports include the following categories;

Management, Finance, Customers, Marketing, Collections, Services. In all there are over 500 standard reports available with additional reports being generated every month.

Dashboard

The Dashboard allows for selective reporting enabling staff to perform their core task in a proactive manner. Each level of the organisation chart requires different reporting. The Dashboard tool allows for auto alerts to be sent to you, your mobile, SMS or your customers to inform of items like



- High spend alert notification
- Customers approaching cap
- Reminder treatment
- Cross Selling

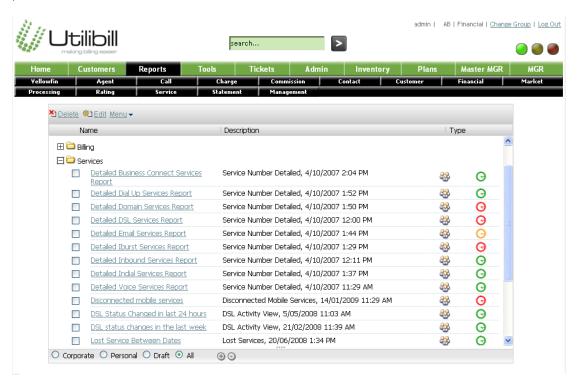


Management may display collections reports, growth in Revenue, Margin dollars, High spend alerts, ARPU, Churn, customers added etc.

Customer service operators may populate their dashboard with items like failed port churns, new service activations, Pending connections, high spend reports and user intervention required reporting.



Design view enables you and your service providers to generate their own reports by pulling different fields from the predefined design views. These views can be displayed as Pie charts, Graphs, Trend charts as specified by the users preference. Each report can be saved and presented on the dashboard.





<u>Inventory</u>

Utilibill provides a simple inventory system which allows for the management of inventory assets, this includes fields similar to the below.

This module allows customers to purchase devices from the portal and then assign monthly recurring charges or an outright purchase price to the device.

This is Hierarchical providing the ability to view the total inventory, total order, total back orders. Customers would only have access to information regarding the devices they have ordered.

Requirements:

Stock Type	Stock Amount	Brand	Product	Extras	Colour	Code	Supplier	Our Buy Ex	Markup	Price Ex	Price Inc	Frieght	
Mobile		LG	LG Prada		Black	KE850	Roadhound	\$550.00	\$10.00	\$605.00	\$665,50	\$22.00	Update
Mobile		LG	LG Shine		Silver	KU970	Roadhound	\$325,00	\$10.00	\$357,50	\$393,25	\$22.00	Update
Mobile		Motorola	Motorola		Black	HG106800332A	Roadhound	\$43.00	\$10.00	\$47.30	\$52.03	\$22.00	Update

<u>Ticketing system</u>

Utilibil offers a ticketing system providing departmental problem management. Service providers may see benefit in having not only a place for Customers to log their faults, requests etc. Additional benefit can be found by providing access to all internal departments that interact in any way with your operation

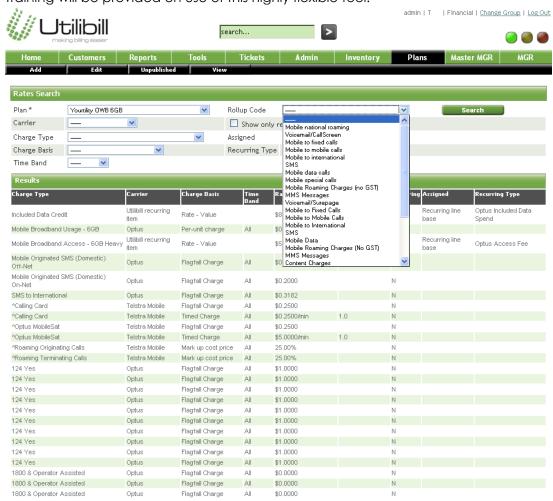
Consolidating ticketing means an end to email problem management!



Rate Plans and the Rate plan Tool

Utilibil provides our customers with the ability to manage their own rates plans. This is facilitated with our rate plan Wizard and associated rate plan tools.

Utilibill has a built in Rate plan tool, which allows your staff to create plans. Training will be provided on use of this highly flexible tool.



Bill Run / Billing & Rating

The actual bill run process is a step-by-step roll up of charges over the billing month. Tools are in place to allow you to bill all your customers or to hold back for review. Unlike many billing houses, Utilibill has a bill run reversal procedure rather than a "revert to backup" method. This has massive ramifications on the speed at which bills get out to your customers.

Payment Systems





Utilibill offer direct integration with Westpac bank, this is delivered via XCOM which will be made available to your customers should you wish to receive payments in this fashion from customers. These services will extend to BPAY, Online DD, scheduled direct Debit, Australia post and Web Pay. We integrate with All Major banks in Australia NZ and UK.

Payment IVR

Utilibill provides an integrated Payment IVR as a service. Customers dial in on a predetermined 13, 1300 or 1800 number which terminates on our hosted PBX platform. This platform prompts for the required information to facilitate an instant payment including;

- Credit Card Number
- Account Number
- Amount to pay

Using XML and web services these items are confirmed and the transaction is sent via the bank gateway. Customers are informed of a successful outcome and receipt number. Utilibill is updated immediately ensuring the customer balances are always correct.

Contact Log



Any activity regarding the provisioning, modification and cancellation of services will be recorded in the contact log along with a user identification and time / date stamp. All changes to any accounts are audited for security purposes.

Calendared reminders / Action points



Utilibill has a calendar function on each users dashboard. This enables you to have reminders pop up on the front screen. This is a key feature of Utilibill, which enables customer service representatives ensure that they provide proactive service as well as ensuring the ability to follow through on preset expectations. This is also helpful when roles are split or shared with several users.

Role based Access



Utilibill will configure 5 levels of access to the system;

- Admin: Access all areas
- Support: Access all areas except accounts
- Finance: Access all financial information
- Service Provider view: access to SP's customers and all related

information

- End Customer: web access to their account online
- Others can be defined as required.

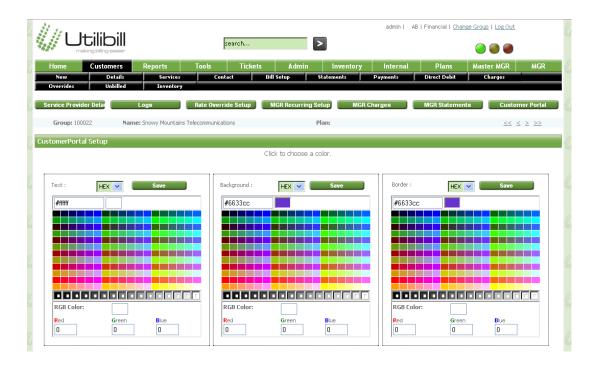
The key message is that Utilibill's technology allows for multiple role definitions, which determine what access is made available to each user of the platform.



Web Portal

Every customer will have the ability to login to their account online and carry out the following tasks.

- View account details
- View all of their customers
- Report on usage at customer and group level
- View usage
- View billing
- View itemisation
- Download PDF



The Utilibill customer portal is completely customisable. Driven by Cascading style sheets, you may alter the customer experience to suit your corporate colour scheme. This can be executed using our tool or by entering in the RGB colour for each relevant item in the Cascading Style Sheet. You can easily brand your own portal.



You have the ability to provide skins for the portal the sample below provides an example of customisation that is possible on the platform.

This task can be managed by Utilibill, alternatively access can be provided to your own web user experience team.



Infrastructure

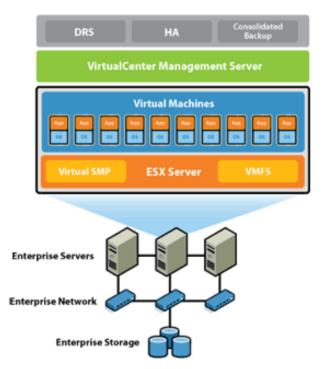
Utilibill adopts leading edge technologies to deliver the highest quality infrastructure for your business needs. With our partner DELL we have delivered a robust reliable solution, which integrates the DELL Poweredge M1000 and 600 Blades with fibre attached SANs' utilising the fastest fibre disks available. The near line backups are stored on robotic tape libraries.



Utilibill is a VMWARE partner. This partnership ensures we have the highest level of expertise available for supporting the VMWARE infrastructure; in particular ESXi, which is purpose built for tight integration with the M1000 technologies.

The VMWARE technology allows our server instances to roll over from one blade to another seamlessly in the event of a blade failure Virtual Center manager makes the transition within 3 seconds. Each Utilibill instance requires not less than 4 Servers including MS SQL2005 database servers, Web Server, Billing Server and Schedule Server.







System Availability

Business Hours: 9:00am – 6:00pm AEST

Service Level Guarantee: 99.9% uptime measured monthly

After hours:
Service Level Guarantee:
Hours falling outside business hours
99.9% uptime measured monthly

Maintenance: Schedule maintenance windows communicated in advance with you and are excluded from the Service level uptime guarantee with a maintenance window reporting available on request.