

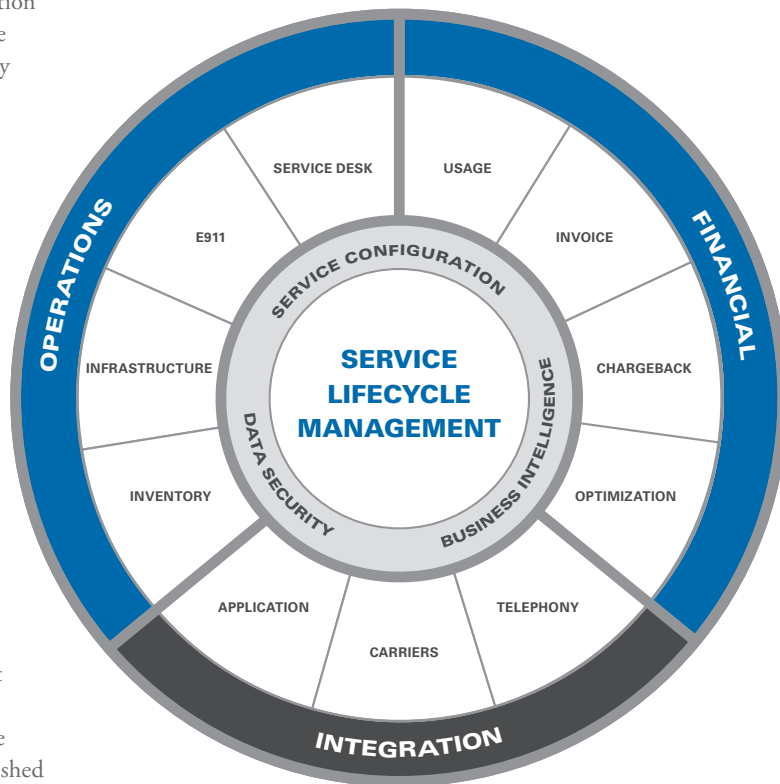
# PINNACLE Integration Management

## Business Challenges

The ability to seamlessly exchange information between diverse and independent enterprise systems, customers, and partners in a timely and non-intrusive manner is vital to the success of your organization. Most organizations employ a variety of disparate applications that store and exchange data in dissimilar ways. Data integrity is adversely affected by relying on human intervention and inconsistent or periodic batch updates to synchronize records in separate systems.

## Industry Standards

APIs and Web services have evolved as practical and cost-effective methods for uniting information distributed across critical support systems. This means that applications written in different programming languages and running on different platforms can seamlessly exchange data over intranets or the Internet via published APIs and Web services.



## Solution

PINNACLE's published APIs and Web services take advantage of common-open standard languages, protocols and the Web infrastructure that already exists in every organization, eliminating any requirements for additional technology investment. The PINNACLE technology framework provides all the tools you need to automate the exchange of information with other systems and even build your own windows. A "brain and a browser" are the only tools needed to expand the value of PINNACLE to meet your specific business requirements.

### PINNACLE's Integration Capabilities

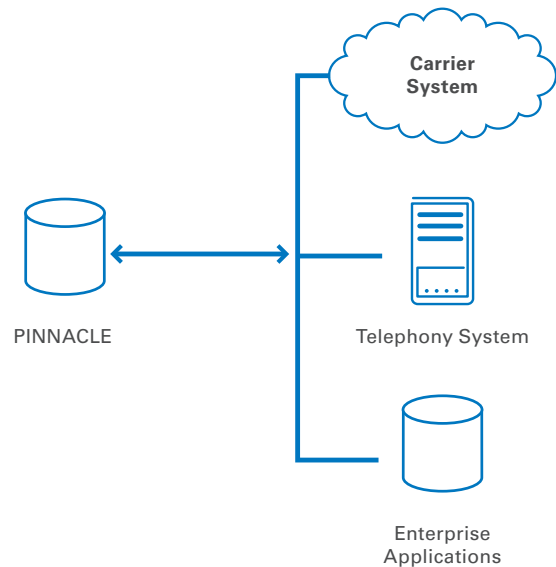
The entire PINNACLE Communication Management Suite is contained in a powerful and comprehensive Application Programming Interface (API) framework that is designed to enable cost-effective integration with other enterprise systems using industry-standard protocols. PAETEC enables customer access to the APIs through a Web service protocol. PINNACLE's APIs and Web services provide an open-ended and industry standard means to extend the capabilities of PINNACLE to:

1. Exchange data with external systems.
2. Incorporate site-specific business logic directly into the application.

The different ways customers leverage PINNACLE's powerful integration capabilities include:

- Provisioning and auditing of telephony devices and services (e.g. PBXs and VoIP systems).
- Communicating with carrier provisioning and helpdesk systems.

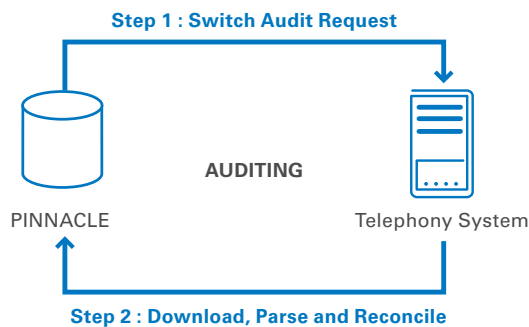
Exchanging data with enterprise business systems (e.g. AP, GL, HR, etc.) and management systems (e.g. Helpdesk, CAD, Monitoring , etc.).



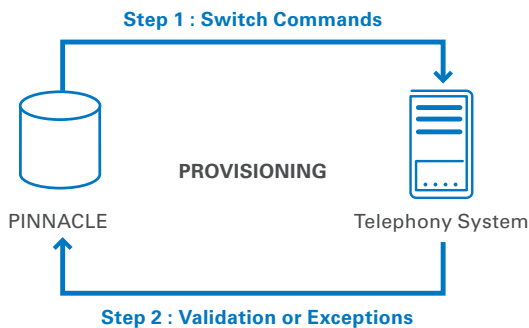
**Telephony Integration** – PINNACLE provides a variety of capabilities to audit and provision devices on telephone switches (Avaya, Nortel, NEC , Cisco, Ericsson, etc.). Up-to-date information about your communication infrastructure is essential in preventing fraud and maintaining accurate billing. The Feature Catalog and the Feature Template Catalog facilitate efficient, consistent, and accurate service provisioning and the automated allocation of associated costs.

## Telephone Integration Options

- **Switch Auditing** – provides the ability to reconcile the configuration of a telephony system with the service records within PINNACLE. Real-time insight into the provisioned services can help managers understand the interdependencies and relationships of services such as ACDs, Hunt Groups, etc. Switch Auditing is supported on Avaya, Nortel, Cisco and Ericsson switch platforms.

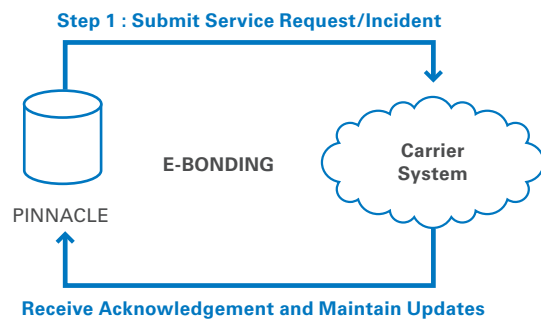


- **Switch Provisioning** – automatically updates the configuration of the telephony system based on the results of a Move, Add, Change, Disconnect, or Swap service request (MACDS), mass updates, or changes made while resolving a trouble ticket. Changes can be uploaded to the telephony system automatically at the completion of the service request or at a designated scheduled interval. Switch Provisioning alleviates the manual programming involved in assigning features and capabilities to end-user telephony devices. Switch Provisioning is supported on Avaya, Nortel and Cisco platforms.



- **Authorization Code Integration (ACI)** – automatically activates and deactivates personal authorization codes in the telephony system based on the business rules of your organization. PINNACLE can be configured to send authorization code updates to the telephony system upon activation, deactivation or consumption of allowed credit. Business rules provide configuration options to govern the frequency of updates. ACI is supported on a variety of telephony platforms

**Carrier Integration** – Provides the ability to request and maintain key ordering, trouble ticket and billing information for carriers in a single enterprise platform. This automated audit trail alleviates your dependencies on retaining voicemails, handwritten notes and emails. Analysis of this information from a single database provides a new method to scorecard vendor performance. Accurate and structured provisioning provides the ability to isolate billing errors by quickly comparing the requested configuration items to the detailed carrier billing data. PINNACLE's carrier integration is supported by Verizon.





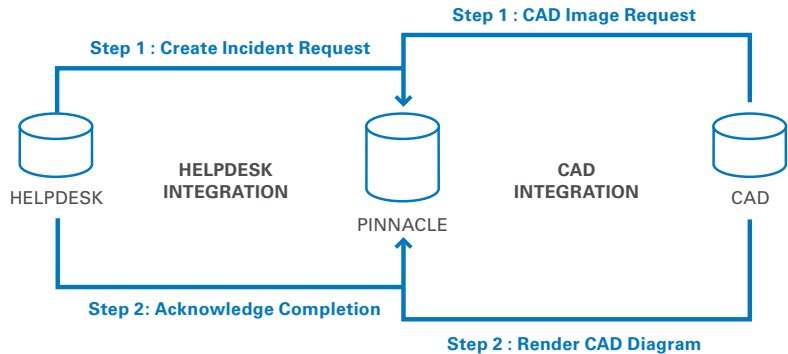
**Application Integration** – Enables timely and unrestricted sharing of data with other enterprise applications and data sources, ensuring that information in diverse and disparate systems can be kept consistent. Customers leverage the combination of published APIs, Web Services, Views and transaction-specific triggers to establish two-way communication with other enterprise applications. The most common implementation involves monitoring event transactions (e.g. inserts, updates or deletes) to propagate changes between systems. The primary advantages of this architecture are:

- Real time information access among integrated systems.
- Streamline business processes and help improve organizational efficiency.
- Maintain information integrity across multiple systems.



PAETEC's success depends upon exceeding customer expectations every day. We are intensely focused on customers and continuously improve the effectiveness of our quality management system. PAETEC has maintained ISO 9000 certification since 2000.

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**Ask Your PAETEC Solutions Consultant to demonstrate how PINNACLE customers are leveraging Integration Manager to:**

- Alleviate manual intervention.
- Improve data integrity between systems.
- Optimize organizational effectiveness by using CAD to foster new levels of visual intelligence.