

**WLR3**



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Puts you in complete control

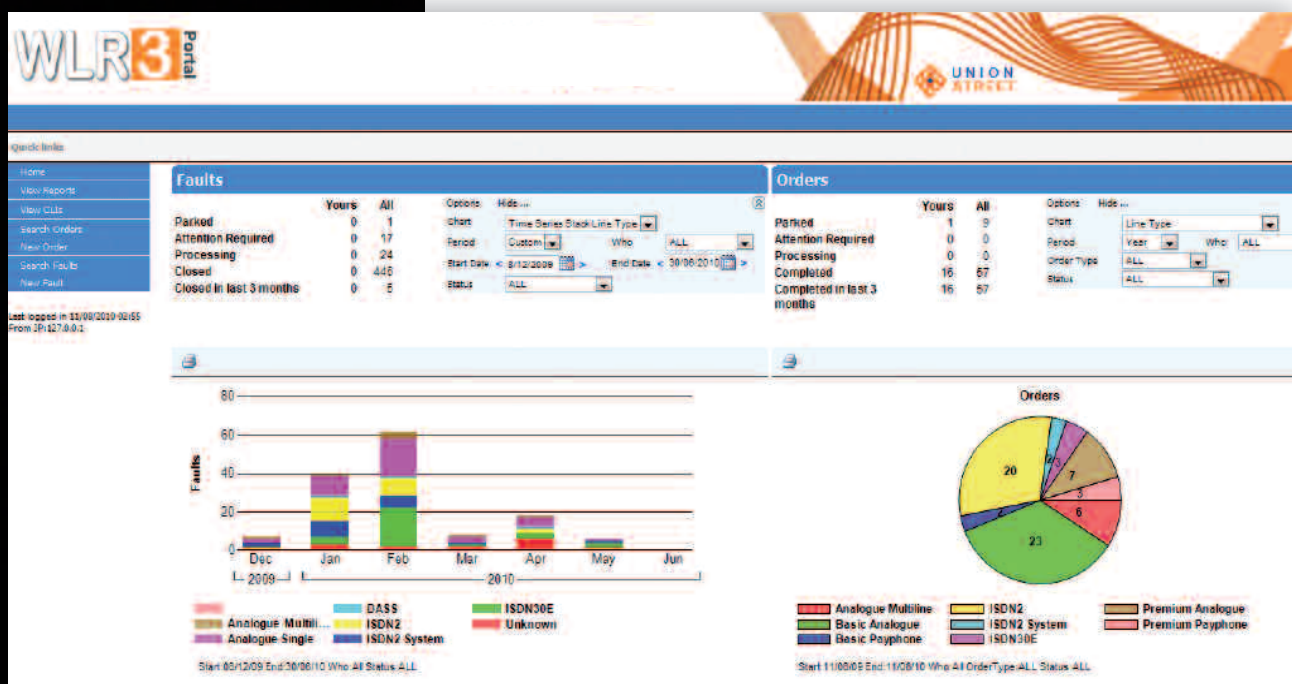


## WLR3: choose the package that suits you

Union Street's award winning WLR3 (Wholesale Lane Rental 3) software has been developed to give you complete control over your clients' WLR assets. It is available as a stand-alone portal solution and also as an integration module with the market leading aBILLity billing platform. You can also opt for a combination of both.

While the WLR3 Portal solution is suitable if you are using another billing platform, when used in conjunction with the aBILLity platform, it gives significant business benefits in terms of reduced data entry, faster order processing, extra validation and reduced errors.

Union Street's track record and pedigree is second to none and this is why our solution has been adopted by many of the UK's leading Communication Providers (CPs).





The WLR3 Portal solution puts you in full control of your customers' service provisioning and fault management, online.

### WLR3 Portal – stand alone

This fully functional web portal allows you to access WLR3 (regardless of the billing platform) to place orders, log trouble reports and also to look up information. The product also provides a sophisticated application programming interface (API) enabling other third party solutions to be integrated with WLR3 functions.

The intuitive, easy to use interface enables you to place orders much more efficiently than other wizard based solutions. Where possible we have translated the data which the EMP (Equivalent Management Platform) returns to provide you with a more meaningful experience.

The solution is ideal if you onward sell WLR to dealers and resellers, as the portal has multi-level access rights, you can also restrict the number of lines a reseller can order to reduce your credit exposure. The portal can be fully branded with your branding and colour scheme. It can also be separately branded for your resellers.

*Regardless of your billing platform, the stand alone portal is the ideal solution if you now wish to implement WLR3 for provisioning and fault management.*

Agent	Line Type	Order Type	Limit Type	Limit
Union Street	Analogue	Provide	Channels	35 Edit Delete
Union Street	Analogue	Transfer	Channels	50 Edit Delete
Union Street	Analogue	TBC	TBC	0 Edit Delete
Union Street	Analogue	BCC	BCC	0 Edit Delete
Union Street	ISDN2	Provide	Channels	45 Edit Delete
Union Street	ISDN2	Transfer	Channels	50 Edit Delete
Union Street	ISDN2	TBC	TBC	0 Edit Delete
Union Street	ISDN2	BCC	BCC	11 Edit Delete
Union Street	ISDN2	DDIS	DDIS	20 Edit Delete
Union Street	ISDN30	Provide	Channels	35 Edit Delete
Union Street	ISDN30	Transfer	Channels	50 Edit Delete
Union Street	ISDN30	TBC	TBC	0 Edit Delete

Define agent parameters



Statistical analysis

**Order P00006716, created on 06/06/2010 13:17:13**

**Order Reference:** P00006716  
**Order Type:** New Line  
**Phone Number:** <New WLR3 line>  
**Company:** Eton Tennis Club

**Status:** In Creation  
**Line Type:** Analogue Premium  
**Postcode:** TW10 0DG  
**Site:** Eton Tennis Club - Eton Tennis Club

**Address:** 11 Warsley Way, Richmond Surrey, TW9 6DD (Grid)

**Line Plant:** Provision Type: Internal Provision, Termination Type: Line Box

**Line Information:** Provision Type: Internal Provision, Termination Type: Line Box

**Line Numbering:** New Number will be allocated

**Network Features:** Admin Controlled Call Forwarding, Admin Controlled Call Forwarding, Admin Controlled Call Forwarding, Admin Controlled Call Forwarding

**Directory Information:** Name: Eton Tennis Club, Type: Business, Trading Title: Eton Tennis Club

View order details

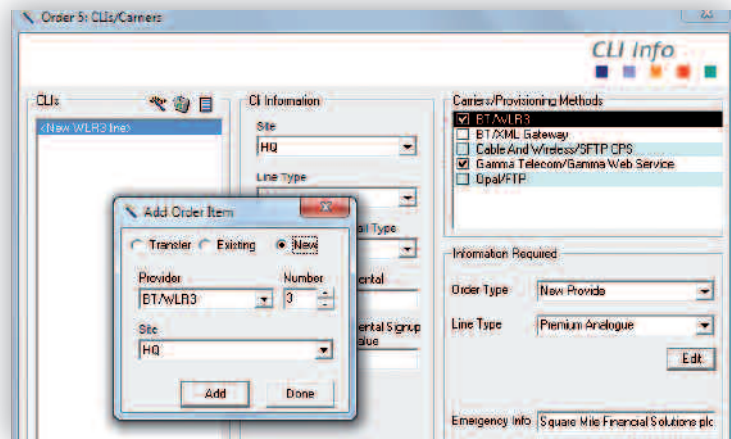
## WLR3 – aBILlity integrated

While the new WLR3 solution is suitable for CPs with other billing platforms it really comes into its own when used in conjunction with the aBILlity billing platform. This gives significant business benefits in terms of reduced data entry, faster order processing, extra validation and reduced errors.

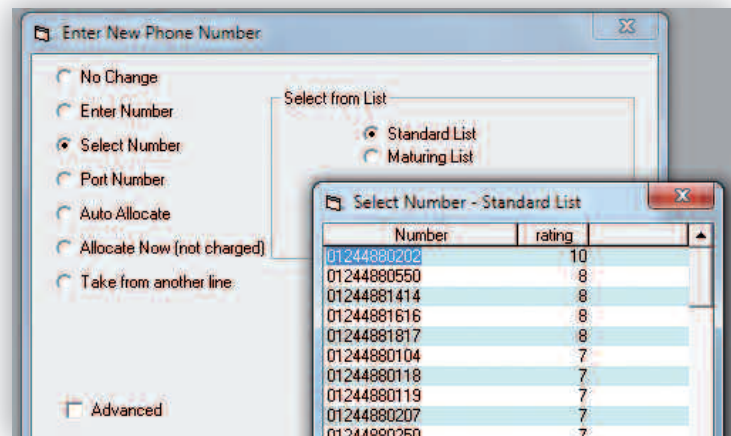
As the WLR3 solution uses the same user interface and database as the aBILlity platform, there is a single entry point for all provisioning and billing requirements. This significantly reduces the volume of data entry and errors across the whole process. As the WLR3 process starts within the billing platform, we have been able to synchronise the provision of new services with the addition of the service charges to the client accounts. The result is a big saving of time and equally importantly, a reduction in errors, mis-billing and revenue loss.

On data entry, we have added additional validation to ensure that orders are placed correctly and rejections are minimised. The system will also communicate with other carriers to place CPS and IDA orders. WLR3 has also enabled additional automation of processes that were not previously possible. This includes fraud detection where WLR3 is used to temporarily block lines. The solution even enables end-user customers to log faults via the WeBaBILlity Pro portal.

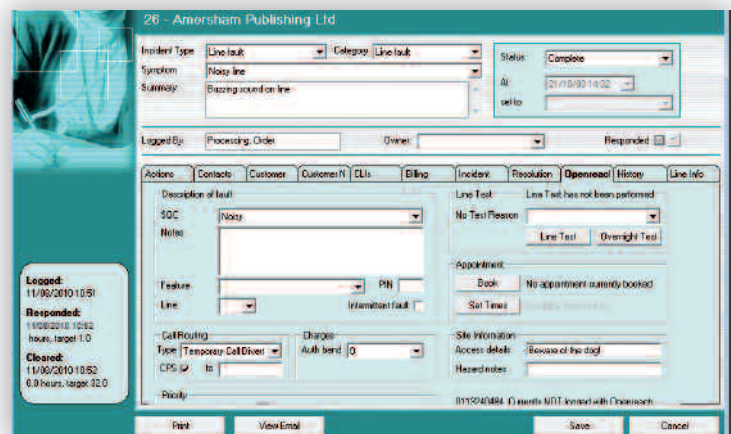
*A single point of entry for data and service charge synchronisation reduces errors and saves time.*



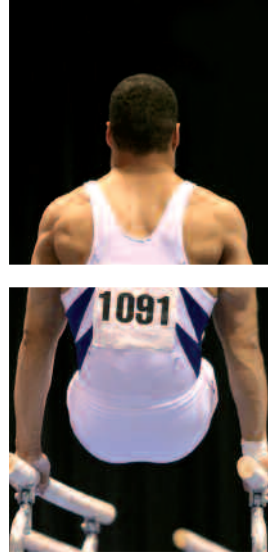
New order



Choose a telephone number



Fault management



We have a proven track record in being the first to deliver new functionality and benefits as soon as they become available.

## The Union Street solution

Union Street's WLR3 solution is the culmination of many man-years of development effort coupled with the feedback and practical requirements from our substantial customer base.

We provide a fully managed, carrier grade WLR3 gateway offering resilience, reliability and performance, which is available 24/7. We also offer a range of support services to ensure that you leverage the maximum benefit from WLR3. This includes initial consultancy, service establishment, training and ongoing remote support.

We have a proven track record in being the first to deliver new functionality and benefits as soon as they become available. The solution covers all line types for new provides, like for like transfers, bulk transfers and modify a service:

- Analogue (basic and premium)
- Analogue Multiline
- ISDN2e Standard
- ISDN2e System
- ISDN30e (and DASS)
- Caller Redirect and Remote Call Forward
- Payphones

## Key benefits

### CONTROL COSTS

- User friendly interface for faster data entry
- Validation of orders to reduce errors
- Apply limits to excess charges
- Management reporting
- Pre-qualify orders/check availability
- Take lines out of service for credit control

### SET CUSTOMER EXPECTATIONS

- Check line plant availability
- Reserve phone numbers
- Book engineer appointments in real time
- Keep up to date with progress
- Check number clusters to ensure that complex ISDN orders are possible
- Make late evening/early morning appointments

### BETTER FAULT LOGGING

- Apply diverts or busy out lines
- Book engineer appointments
- Proactive notifications of progress or delays
- Expedite faults for a higher care level than the customer had contracted
- Available 24/7

### OFFER NEW SERVICES

- Level 4 support with guaranteed 6 hour fix
- Raw call data – give customers incoming call information on BT lines, such as lost calls, engaged line, wait time and so on.
- Provide service to ships in dock, hot sites and non-serviced premises
- Supports agent and dealers sales channels

## The WLR3 challenge

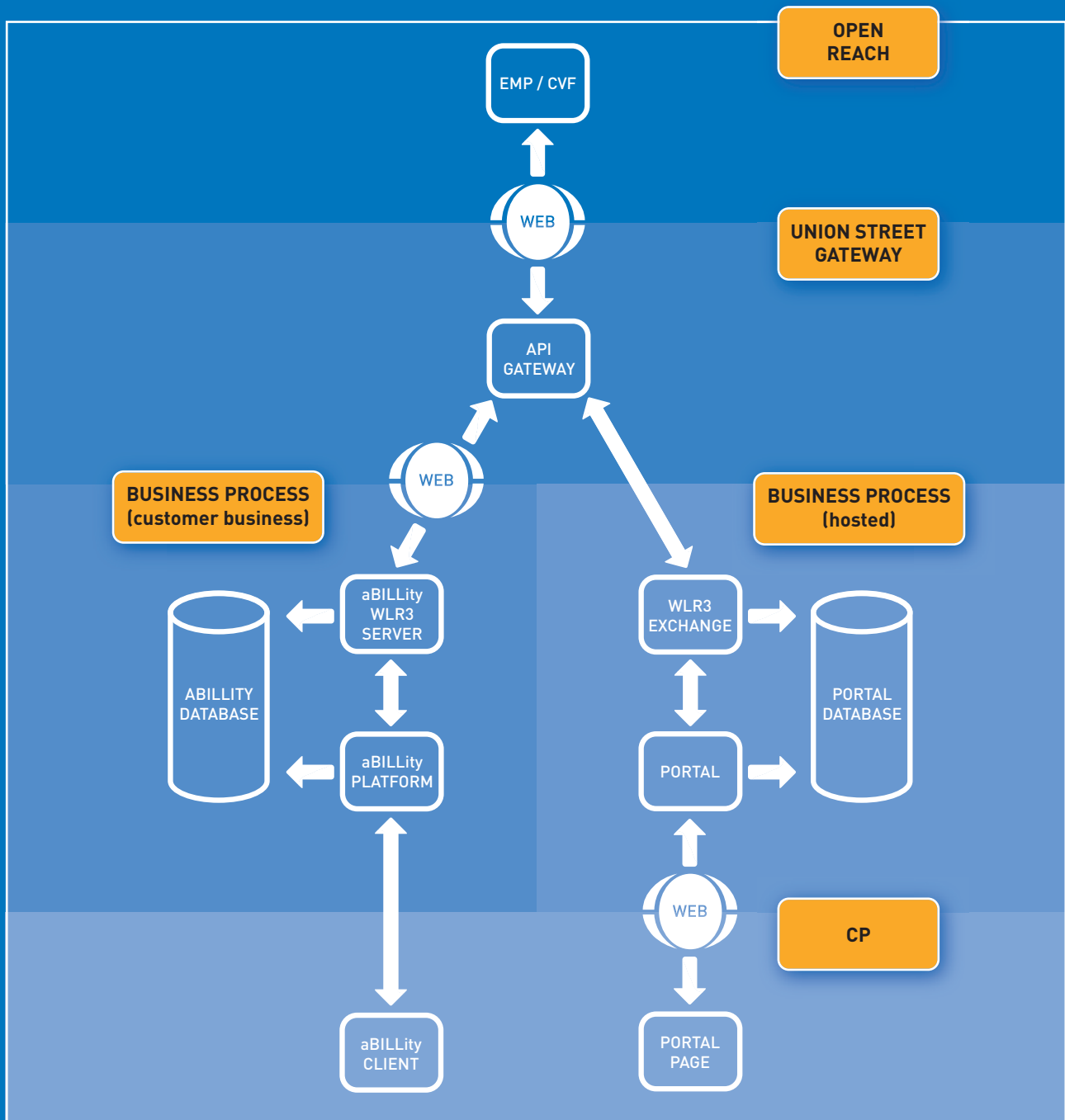
Ofcom's Telecommunications Strategic Review in 2005 resulted in BT signing up to a set of undertakings to ensure that any CP in the UK, regardless of size, would have equal access to BT's regulated products.

WLR3 (Wholesale Line Rental 3) has been introduced by Openreach to provide a level playing field for CPs with BT Retail through a policy of equivalence of access. With WLR3 CPs can order services, see site information, book engineer appointments, reserve numbers and manage faults with access to the same features as BT Retail. In addition, with WLR3 no order forecasts are required so all orders have equal priority. Openreach engineer appointments can be booked online while the customer is on the phone to agree

the date. Appointments can also be re-booked or cancelled using direct access to Openreach engineer workbooks.

To utilise WLR3, CPs must interface with the Openreach Equivalence Management Platform (EMP). CPs need to partner with a third party integrator (TPI) such as Union Street who can provide a solution. The Union Street WLR3 Portal Solution provides the required interface to the Openreach EMP, but offers much more functionality than simply a place to order service and log faults.

*The WLR3 Portal solution puts you in full control of your customers' service provisioning and fault management, online.*





Union Street Technologies Ltd  
11-13 Worple Way  
Richmond  
Surrey  
TW10 6DG

**t:** 020 8614 9090

**f:** 020 8614 9091

**w:** [www.unionstreet.uk.com](http://www.unionstreet.uk.com)