

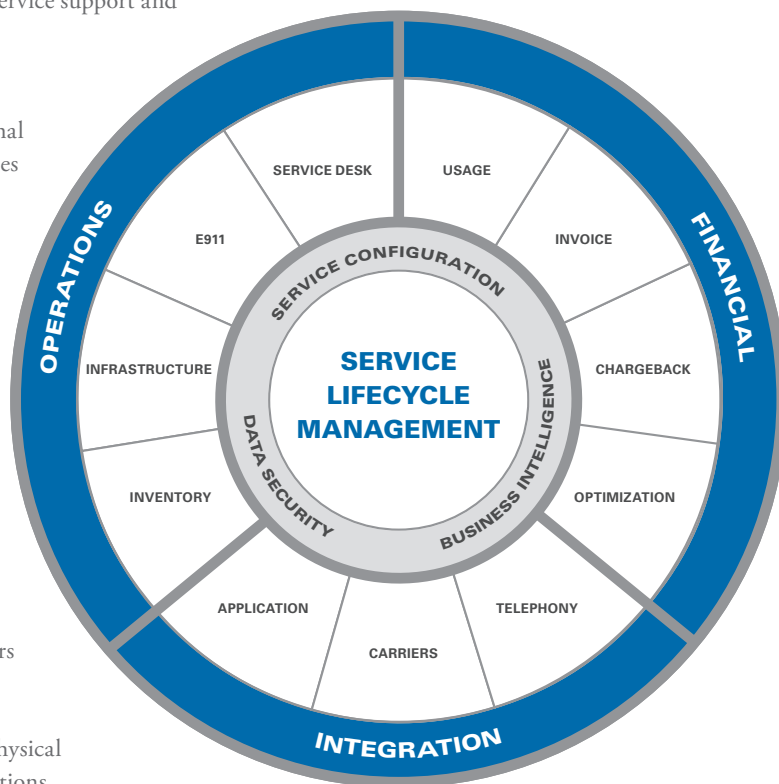
PINNACLE Communication Management Suite

The PINNACLE Communication Management Suite is an ERP type integrated Service Lifecycle Management (SLM) application that provides a scalable and flexible solution to streamlining your service support and service delivery processes.

Service Lifecycle Management (SLM) is a proactive method for managing the internal service delivery and service support processes that are critical to the success of your organization. The SLM framework is derived from a suite of certified best practice processes that are recognized by the International Standards Organization (ISO).

PINNACLE is designed within a single, platform-independent framework that enables you to:

- Automate the lifecycle of your service delivery and service support processes.
- Integrate with other applications, vendors and telephony devices.
- Gain real-time insight into multiple perspectives of your service inventory, physical inventory and technology support operations.
- Alleviate the overhead and reduce the cost of complying with corporate and government regulatory requirements.
- Easily organize the user interface to meet your users' specific job roles.
- Select a delivery solution that best supports your specific business requirements – Licensed, Managed or Selective BPO.



Service Management

Service Management establishes the foundation for managing your operations by giving you the tools to track the distribution, configuration and financial accountability for all provisioned services. The key elements included in Service Management are:

- **Service Configuration** – Quickly identify the location, configuration, inter-relationship and ownership for all services.
- **Cost Allocation** – Assign financial accountability and chargeback services accordingly.
- **Data Security** – Govern functional access for end-users to view and manage services by Type, Account, Organization, etc.
- **Business Intelligence** – Provides real-time insight using powerful Dashboards, customizable reports and automated queries that enable you to export and analyze data on demand.

Financial Management

Financial Management provides detailed insight into how your network and related services are being used and invoiced by carriers.

- **Usage** – Process and analyze all types of usage including traditional telecommunications switches, VoIP systems and other network services.
- **Invoice** – Automate the processing, reconciliation, payments and management of disputes for services.
- **Chargeback** – Establish credit limits, manage the collections and receivables for billed services.
- **Optimization** – Conduct “what-if” rate plan analysis to enable effective and proactive contract management.

Operations Management

Operations Management provides the suite of functions to consolidate your service delivery operations into a single comprehensive integrated environment.

- **Service Desk** – Facilitate electronic fulfillment, automate workflow routing and scheduling of all Service Orders and Incidents.
- **Inventory** – Manage the lifecycle of physical inventory from procurement through distribution, returns and replacements of warranted items.
- **Infrastructure** – Track every element of your communication infrastructure including outside and inside cable plant as well as the port assignments and availability of every network provisioning device.
- **E911** – Automatically generate industry standard E911 NENA transactions based on the results of Move/Add/Change/Disconnect service orders.

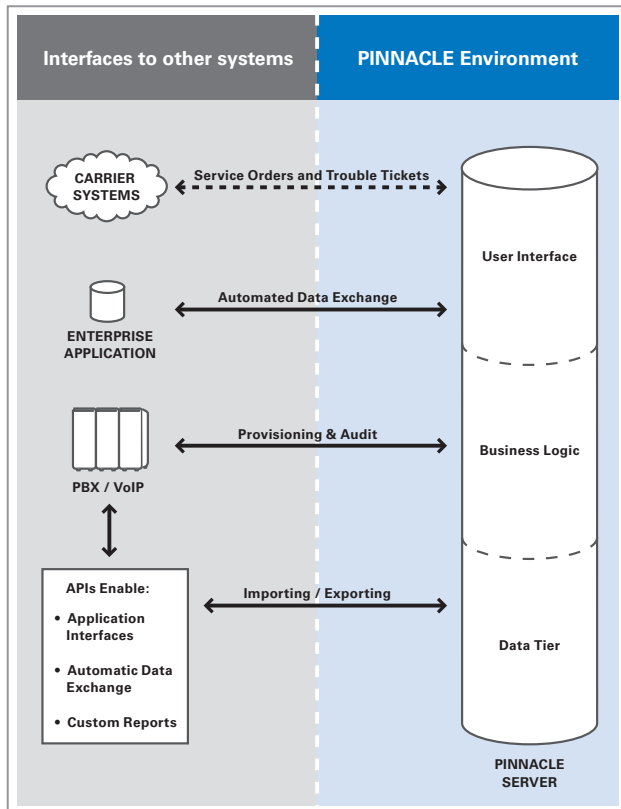
Integration Management

Integration management automates the exchange of data with your internal switch or, carrier’s telecommunications provisioning systems and other enterprise databases.

- **Telephony** – Manage the programming and automate audits of your PBXes and VoIP systems.
- **Vendor** – Electronically submit and track the lifecycle of service requests and troubles reported to your carriers.
- **Applications** – Automate the intercommunication of information between business systems.

Absolute Data Integrity

PINNACLE will alleviate the liabilities related to the data synchronization and human interaction required to manage data in disparate systems. PINNACLE is able to guarantee the referential integrity (RI) of your data by maintaining your data within a single integrated application.



Technology that provides unmatched flexibility

PINNACLE is built upon a layered Service Oriented Architecture (SOA) that is designed to enable customization without compromising your ability to keep up with the latest product innovations. PINNACLE delivers this capability directly within the user interface so all you need is a “brain and a browser” to modify PINNACLE to meet your specific business requirements.

Real Time Insight

Real time Business Intelligence (BI) is key to proactively managing your service support and service delivery processes. PINNACLE provides data-on-demand to the people that need it whenever they want it by incorporating interactive analytical features directly into the user interface. PINNACLE will become the cornerstone to implementing and sustaining an effective performance management program that will help your organization proactively:

- Control costs of telecommunication and other technology services.
- Identify trends and opportunities to help you optimize your service delivery processes.
- Monitor performance against Service Level Agreements (SLAs) and contract commitments.
- Resolve discrepancies resulting from the reconciliation of vendor invoices.

Dashboards provide the ability to analyze and interact with your information in a graphical manner. Schedule reports to automatically deliver data in any common file format (e.g. PDF, Excel, Word, TXT, MS Access, etc.). Saved Searches will automate the presentation of data and alleviate the need to author sophisticated queries.

Simplify Compliance

Organizations encumbered with audits quickly realize the return on investment (ROI) of managing operations in a single integrated application. PINNACLE eliminates the expensive and time-consuming manual overhead required to organize and present data for audits. PINNACLE can help publicly traded organizations address IT compliance issues associated with Section 404b of Sarbanes Oxley (SOX). Government organizations can quickly generate reports to substantiate OMB compliance related to the cost accountability requirements defined in OMB Circular A-87 and A-21.

Business Solutions to match your requirements

PINNACLE is the only solution that supports seamless migration between delivery options. Since the entire business logic is encapsulated within the Oracle database, customers are never locked into a specific operating system platform. PINNACLE has accumulated over a decade of Managed and Selective BPO customer success stories. PINNACLE provides the same level of end-user access and flexibility to all licensed and hosted customers that are accessing PINNACLE from our carrier-class data centers. PAETEC understands what Managed and Selective BPO customers need because we rely on PINNACLE to support our business operations everyday. We don't outsource our development in order to make us as responsive as possible to changing industry requirements.

A legacy of customer success stories

PAETEC's value proposition is centered on a rich history of strong leadership and cooperative interaction with our customers. PAETEC's track record for providing quality products that are backed by unmatched customer service has resulted in acknowledgements by several professional journals and earned PAETEC several awards from top industry organizations. The PINNACLE Customer Service teams have accumulated nearly twenty years of success stories by helping premiere: government, healthcare, higher education, F1000 and leading financial institutions maximize their investment in PINNACLE.

The annual PINNACLE user conference has been the industry's largest and most successful customer-based event since 1994.

Customer participation has grown every year because customers recognize the value of choosing from over 40 training workshops, interacting with peers from other institutions and engaging PINNACLE engineers and support personnel on any topic they'd like to discuss.

Ask Your PAETEC Solutions Consultant how organizations are using PINNACLE to:

- Consolidate the management of operations from several disparate billing; order processing and infrastructure management support systems.
- Provide value-added self-service to their customers such as electronic order fulfillment, electronic invoicing and an array of powerful reports.
- Automate cost accounting and chargeback activities for an array of technologies such as: infrastructure based voice, data and video services as well as all wireless based communications.
- Streamline the processing, reconciliation and payment of vendor invoices while also improving the effectiveness of managing disputes with carriers.
- Automate the provisioning of PBX and Carrier service request processes.
- Interface PINNACLE to third-party applications.



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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