



Product Datasheet
November 2014

jtel | Cloud



Scalable, cloud-based applications for carriers

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Scalable, cloud-based applications for carriers from jtel

Increasingly, carriers and service providers are seeking to leverage cloud-based delivery models for innovative applications, to help reduce CAPEX and take advantage of OPEX models for service deployment.

jtel's proven carrier applications can all be delivered from the cloud. This gives carriers flexible options for launching new services and helps reduce costs. Services can be launched faster and with reduced risk, enabling greater flexibility and increasing innovation possibilities. The applications are optimised for deployment in private or public cloud infrastructure. [jtel^{Cloud}](#) is a powerful, robust and scalable suite of solutions that is ideal for a wide range of service providers, including:

- MNOs
- MVNOs / MVNEs
- Carriers
- Cable operators
- Network operators

Wherever you work, we can help you serve your customers more effectively.

Highly Scalable to Meet Application and Customer Demands

All **jtel|Cloud** applications are highly scalable, enabling them to support customer demands across a complete network. They enable carriers to offer entry-level configurations to get to market fast while providing the flexibility to grow with business success and deliver the high performance required to grow with success.

The no CAPEX future-proof solution that reduces investment risk

The range of cloud-based applications for carriers provides a cost-effective and highly scalable way to take advantage of high-performance services. Subscription models reduce adoption costs. With no CAPEX, our solutions offer a low risk approach to new service deployment. WebRTC integration is supported as standard, enabling new ways to connect to cloud-based services and extending carrier reach.

Easy to Adopt, with full customisation options to deliver differentiation and innovation

Each application can be deployed as a new solution or as an extension to existing platforms, enabling peak and overflow traffic to be managed - for example when more capacity is required to supplement existing resources. The customisation tools enable new features to be added quickly and efficiently, unlocking new revenue potential and maximising ROI.

Manage growth and easily launch and test new services

Customers can migrate from one solution to another, using entry-level public solutions to test proofs of concept and launch low-risk trials. It can also be used to handle overflow traffic and peaks, so when in house infrastructure is not capable of handling seasonal or campaign based traffic the overflow can be outsourced to a scalable cloud-based resource. **jtel|Cloud** applications provide the flexibility to run carrier-grade services and to get to market quickly, reducing barriers to entry and risk.

Integrate with Business Processes

To offer the best fit with business processes, applications from the **jtel|Cloud** suite support flexible APIs that enable integration with enterprise applications unlocking a wide range of Communications Enhanced Business Processes to help drive better value and returns from investments. CEBPs allow greater personalisation and contextual awareness, enhancing the customer experience. Carriers can extend APIs directly to their customers, enabling them to obtain more value and increase stickiness.

Redundant and Secure

jtel|Cloud applications are available in a fully redundant architecture that is proven to support high performance and high capacity. Service providers benefit from security and exceptional uptime.

A Cloud for Every Requirement

jtel|Cloud comes in four versions, to suit every budget and situation:

Public Cloud

- Multi-tenant
- Connect calls via SIP
- Dedicated login for client accounts
- White label options for reseller branding
- CDR and billing via API integration or email delivery
- Low entry price, pay as you grow
- Perfect for proof of concept and low-cost, low-risk trials
- Ideal for handling peak and seasonal traffic

Private Cloud

- Install **jtel|Cloud** in dedicated infrastructure
- Your network or a virtualised environment

Closed Public Cloud

- Cloned Public Cloud for exclusive use by single customer
- Highly flexible configuration
- Ready for migration to private cloud

Custom Cloud

- Custom built cloud solution
- Adapted to specific requirements
- Deploy in preferred network environment
- **jtel** consultancy, planning and installation

A Comprehensive Application Suite

jtel^{Cloud} offers a complete suite of proven applications that provide complementary functionality. Applications can be selected from this range to deliver additional value to existing or new deployments, as needs evolve. The range includes:

jtel^{IVR}

- Full suite of IVR functionality
- Self service portal
- No programming skills required
- Web based service creation environment for customisation

jtel^{ACD}

- Highly flexible call flows
- Multi-channel delivery – voice, voicemail, SMS, fax
- CRM and ERP integration via SOAP

jtel^{Conference}

- High capacity conferencing solution
- Up to 960 participants in a single conference
- Collaboration and document sharing
- Full web control

jtel^{PBX}

- Based on FreeSWITCH
- Register agent phones via SIP
- Fully integrated with ACD and IVR

Key Benefits

Flexible solution to meet budget and requirements

- Subscription models
- Pay as you grow

Integration with Business Processes

- Add communication capabilities to CRM and ERP tools
- Create CEBP applications

Range of Deployment Options

- Public, closed public
- Private or custom
- Robust, redundant architecture
- Dynamic service activation
- In-service upgrades

Key Features

- Complete web control
- Voice and video conferencing
- WebRTC end-point integration
- Compatible with any IP or legacy infrastructure
- ASR / TTS
- Full IVR / IVVR functionality
- GUI-driven environment
- CRM, ERP integration via Web Services API
- Highly-scalable
- Customisable extensions and service personalisation
- Full statistics and reporting
- Active queue management



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