Vodafone Iceland Rolls Out

Hosted Call Reporting for

Enterprise Customers

About Vodafone Iceland

Vodafone Iceland is a publicly listed telecommunications company in Iceland, offering all the core aspects of telecommunications to individuals, businesses, institutions and public bodies. The company bases its service and product selection on its co-operation with Vodafone Group Plc. In 2006, the Icelandic company became the first corporate entity to be licenced to operate fully under the label of Vodafone, without being the property of Vodafone Group.

Vodafone Iceland offer customers in Iceland everything from prepaid phone cards to prepaid wireless internet solutions for tablets or laptops. In addition the company offers 4G roaming in Iceland for selected carriers throughout the world. Vodafone Iceland offers mobile, fixed-line, and Internet services to individuals and companies. The company also provides IPTV services to its fixed line customers and runs the only TV Broadcasting network in Iceland, reaching 99.9% of Iceland's population.

Vodafone Iceland's Challenge

Vodafone Iceland has been an industry leader in service innovation for many years and was e.g. first to introduce hosted IP Centrex and unified communications solutions to its enterprise customers several years ago. To compliment these core services Vodafone Iceland has been a partner of CTI Group since 2010 for the supply of SmartRecord®, CTI Group's multi-tenant call recording platform, which Vodafone Iceland sells as a service to customers with hosted voice platforms. The implementation of SmartRecord was an industry first as it was deployed into the IMS core at Vodafone Iceland, a technically challenging project that allowed for recordings of both fixed line and mobile calls.

Vodafone Iceland recently identified that an enhanced call reporting solution was also required that would allow customers to analyse and monitor their usage of the hosted voice services, in order to optimise business communications and identify unexpected or non-compliant activity. The solution needed to be multi-tenant and able to handle some of the complex call scenarios available on the hosted platform. Additionally the company wanted a cost-effective solution that would enable it to bundle the call reporting service into premium accounts, at no additional cost to the customer, thereby offering a competitive service differentiator in the market to higher value customers.

The Solution

Vodafone Iceland's experience of using SmartRecord® led the company to approach CTI Group with its requirements for a call reporting solution.

Proteus® has been a core product within CTI Group's portfolio for over 25 years and is used by many of the world's largest companies for detailed call reporting and monitoring of their communications platforms. During 2014 CTI Group evolved this product into a multi-tenant solution suitable for Service Providers to deploy into their hosted IP Centrex and UC environments.

The partnership between Vodafone Iceland and CTI Group resulted in Proteus® being implemented within Vodafone Iceland's BroadWorks service network. The project involved the re-development of the call detail record (CDR) interface within Proteus® in order to log many of the more complex call scenarios available on the BroadWorks platform such as consolidated reporting for hunt group calls and various call forwarding events. The Proteus dashboard was also redeveloped to make the application more relevant to enterprise customers who utilise hosted communications services.

Proteus® enables Service Providers and Telecoms Resellers to host their own Cloud call reporting service, allowing the provider to manage multiple customers on a single instance of Proteus® and to monetize the solution.

Proteus® MT

Proteus® MT (Multi-Tenant) enables Service Providers and Telecoms Resellers to host their own Cloud call reporting solution. It allows the Provider to manage multiple customers on a single instance of Proteus® and monetize the solution. It fulfils a number of important functions for the Service Provider in addition to its core call reporting capabilities.
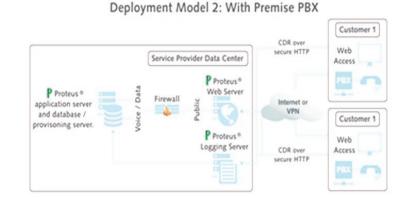
These are:

- Effectively allows the Service Provider to monetize call reporting as a service.
- Provides billing data to the Provider for each reseller, tenant and extension being logged.
- Feature-based management provides multiple ways to productize the service.
- Enables white-label branding for all Service Provider and Reseller groups defined in the platform.
- Provides a secure multi-tenant architecture.
- Supports local and geographical redundancy.
- Is proven in the field with several Service Provider implementations globally as of Q3 2015

There are two deployment models for hosted Proteus® MT – CDR data import through a centralised hosted IP telephony platform and remote CDR data collection via a data buffer for distributed customer premise PBXs. Both models import call data into a single instance of Proteus that is able to securely host multiple customers on a highly scalable and performant platform.

"Working with CTI Group on delivering this cloud-based solution to our enterprise customers has been an excellent collaborative experience "says **Theodór Carl Steinþórsson, VoIP Technical Manager at Vodafone Iceland.** "Feedback from our customers has been very positive. The dashboard has been well received and the advanced call events that can be logged have greatly improved the information available to our customers, for analysing their communications."

> **Originally developed for the BroadSoft platform, Proteus® also works effectively with Metaswitch, Mitel, Cisco HCS and Avaya Aura.**

About CTI Group

CTI Group is a global provider of innovative carrier-grade software solutions and services which empower organizations to gain strategic competitive advantage from their unified communications data. The harnessing, analysing and exploitation of this data is a proactive way to better segment and thus improve how customers interact with your business.

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