

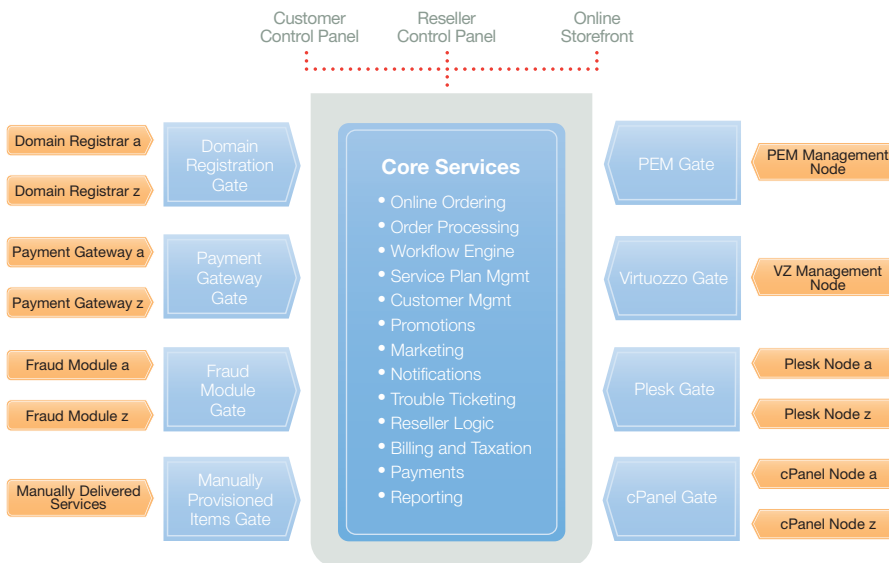
PEM.Billing delivers a Business Support System (BSS) which integrates with existing infrastructures and scales to manage millions of customers.

Centralized Workflow and Systems Management

PEM.Billing automates and integrates business processes through web-based control panels. A flexible programming interface allows integration with existing business systems while a customizable workflow process can be used to manage automated and manual tasks.

Implement New Services and New Roles

PEM.Billing provides integration points, called “gates”, for several leading control panels, payment gateways, domain registrars, fraud control modules, and manually provisioned services.



Each gate includes an API which can be utilized by SWsoft services or your internal developers to rapidly deliver new and non-traditional services. The service provider can grant specific access rights to each interface or to each user class to allow granular security and control.

Things to Consider

- Q: Can you rapidly create new service plans in response to changing market conditions?
- Q: Can your customers manage their account and payments online?
- Q: Can you collect usage data and automatically bill overage charges?
- Q: Can you comply with privacy and auditing controls required by recent legislation?
- Q: Can you improve customer retention and average revenue per customer through automated renewals and service messages?
- A: With PEM.Billing you can answer yes to all these questions and own an architecture which will grow as your business does.

Multiple Services, One Bill

PEM.Billing is designed to interface with multiple service delivery systems in order to consolidate multiple charges on a single bill.

- Domain Registration
- Web Hosting Services
- Application Hosting
- DSL and Cable
- VoIP and Instant Messaging
- Consulting Services
- Other Products

Any product which requires one time or recurring billing can be managed.

Mature Interfaces

Integration with several popular control panels and management consoles delivers real-time account, service plan, and IP address synchronization. In most cases, PEM.Billing can collect resource usage information for billing and reporting.

- cPanel
- Plesk
- Virtuozzo
- PEM

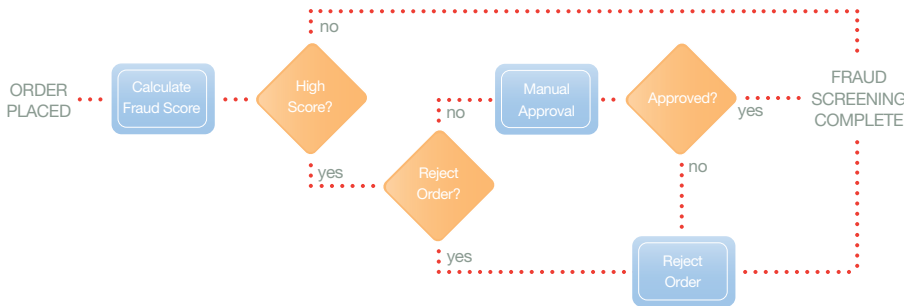
In addition to the panels above, PEM.Billing has over 50 plug-ins which link its internal system gateways with popular types of:

- Payment Gateways
- Domain Registrars
- Fraud Modules

A mature API and SDK provide the hooks needed to integrate other services and applications.

Customizable Workflow

PEM.Billing includes a customizable workflow process so you can manage both automated and manual processes. The diagram below illustrates a fraud screening process.



You can update the workflow directly from your service provider control panel. In the example above you could define several places where a customized message could be emailed to the customer or posted to the control panel.

Customizable Messages

Suppose in the example above, you wanted to send a note to the customer if the order was not approved. Using the online panels you can create a notification process which will send an automated message to the potential subscriber.



Notification messages can be customized using a notification template. The message can include data fields which allow you to personalize the message. Messages can be formatted as HTML, text, PDF, or SMS depending upon the subscriber's preferences.

PEM.Billing Advantages

Expandable Architecture. PEM.Billing is built on a modular platform on distributed servers so as your business grows, you can add single purpose servers to handle the increased workload or deliver new services.

Easy to Integrate. PEM.Billing was designed using industry standard technologies and tools (SOAP, C++, SQL, XML, XSL, PHP) and comes with a well documented set of APIs to ensure rapid integration with third party, custom, and future applications.

Database Support. PEM.Billing can utilize Oracle, MySQL, or MS SQL as its core database. This provides the flexibility to fit inside existing architectures.

Learn more at www.swsoft.com/pem

Feature Rich

PEM.Billing contains thousands of screens and features. The top ten features are summarized below.

1. Control Panels	Web-based control panels for the service provider, resellers, and end users
2. Workflow	Design and manage both automated and manual processes for all delivery systems
3. Billing / Invoicing	Resource based billing with recurring, non-recurring, and usage-based invoicing
4. Payment Processing	Use credit cards, checks, and online banking solutions
5. Storefront	Customize the look and feel as well as the process flow
6. Fraud Screening	Score based system with over 20 plug-ins
7. Promotions and Referrals	Create and track promotions using the campaign manager
8. Tax Calculations	Manage taxes based on the end customer's billing address
9. Trouble Ticketing	Use internal trouble ticketing system or interface with an external system
10. Reports	"Drill down" reports provide easy access to information



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