



## Who We Are

US Interactive (USI) is an industry leading software and services organization that develops and deploys internet-centric customer management solutions for communications and next generation service providers. Using our award winning e2e integration technologies, we bring together a wide variety of best-in-class Billing, CRM, Order Management, Provisioning and other OSS applications into a seamless system that offers a 360 degree view of a customer. Our solutions focus on dramatically enhancing the total customer experience with the attendant result that our client companies are able to reduce the cost of customer acquisition, improve customer retention and increase revenue yield per customer.

## International Presence

Head-quartered in Cupertino, US Interactive has field offices in North America (Washington, DC and Cupertino), Europe (London and Munich) and India (Mumbai). R&D and select project work are conducted in our engineering laboratories in Cupertino and Mumbai (Bombay), India.

## The Team

Today the organization is about 210 people strong. Over half the staff belong to our Professional Services Organization (PSO) that is responsible for the development and delivery of customer projects. Most members of the PSO are based out of the US or India and spend the majority of their time at customer sites. Our PSO has a very strong base of experience with over 250 projects for nearly 60 customers. The R&D team is split between Cupertino and Mumbai and each member of the team averages over 9 nine years of software development experience with leading edge technologies. The USI executive team is comprised of a small group of senior managers who each average nearly 18 years of management experience successfully running both startups and mature businesses.

## Our Technologies

The USI technology platform can be considered a multi-component e-business infrastructure. The core elements are:

**eViews** delivers a single, unified and 360-degree web-based view of the customer, specific to communications and next generation service providers, that encompass presenting product and services information, Order Management, Bill presentment, dispute resolution and payment and Customer Service. The business logic for eViews is encapsulated in a Common Information Model (CIM) that incorporates best practices for business objects, processes and user workflows within our target segments.

**e2e Hub** is a J2EE standards based, Internet-grade infrastructure for modeling and hosting web applications and an industrial strength EAI/B2Bi Integration infrastructure. It host **eViews** and provides toolsets for development and runtime management and monitoring.

**Connectors** provide business-rich out-of-the-box connectivity between applications and the central integration **e2e Hub**. US Interactive has "productized" connectors for the Portal Infranet billing system and the Vantive (PeopleSoft) CRM system. In addition, configurable connectors exist for a host of systems, including:

- Generic – XML, Flat Files, Databases, HTTP, etc.
- CRM – Siebel, Remedy
- Billing – Lucent Kenan, Amdocs, Saville, Jupiter, LHS
- Order Management – Eftia, Xevo, Metasolv
- Provisioning – Comptel, Metasolv, Eftia, Redback

Custom connectors can be easily built using a simple API set in our Connector Tool Kit.



## Methodologies

The solution requirements of our communication customers are very domain specific and must reflect their individual business environments and operations. To insure the highest quality projects, USI consultants follow a rigorous methodology called IVL (Innovation-Validate-Launch) for designing, developing, deploying and managing solutions.

- Innovation: high-level strategic direction, baseline knowledge sharing, original product development, and competitive positioning
- Validation: prototyping of technology and marketing programs, as well as seeking consensus from internal and external constituents through market research and other activities
- Launch: final development, integration, and presentation of the solution

## Partners

USI has strategic relationships with key technology leaders such as Portal, Commerce One, Vignette, Calico, Intel, IBM and Sun to develop and deploy joint solution sets as well as to engage in joint marketing and sales activities.

## Our Customers

USI targets customers in the following segments: ISPs, ASPs, CLECs; Broadband Carriers; Wireless Carriers; and Digital Content and Media Providers. Within these segments, USI has amassed one of the more impressive customer sets in the industry. Following is a partial customer list:

### Wireless Carriers

- Viag Interkom
- Cable and Wireless
- AT&T
- British Telecom
- Mannesmann
- Telefonica
- Bellsouth

### ASPs, ISPs, Broadband Providers

- Asia Online
- Xevo
- AT&T
- Via Networks
- Advance Telecom
- LoudCloud
- Encanto
- Telecom NZ
- Qwest

### Digital Content and Media

- MMG
- IVast
- Sirius Radio
- Playboy
- Disney
- Sony
- RCA/Lyra
- FarmClub/Universal

Notably, USI is the third largest system integrator for Portal with nearly 40 installations completed. It is also one of the larger integrators for Vantive (PeopleSoft) in the communications industry with nearly 20 installations.

## Differentiators

The combination of USI's e2e integration technologies, an industry focused Common Information Model, innovative project methodologies and key partnerships create a unique industry offering that constitutes an 80% pre-integrated solution that can be efficiently and rapidly customized and deployed. The deep application knowledge of the USI project teams lays the groundwork. The connector technology provides immediate application hooks into the e2e hub service platform. And the e2e hub is ready to mediate all inter-application communication as well as application communication with the customer's OSS. Additionally, the delivery experience and expertise of our project teams gained from numerous repeatable engagements insure the highest quality solutions, implemented in the shortest time possible.

