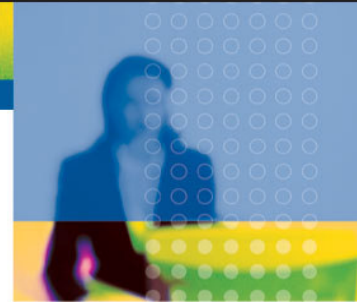




A Corticon® Customer Success Story



ABOUT CONNEXION TECHNOLOGIES

Connexion Technologies, a North Carolina based fiber-optic amenity company, works with real-estate developers to design and implement a fiber-optic infrastructure into new communities (single family, multi family, high-rise, resort, hospitality properties, etc.). Once the infrastructure has been completed, Connexion Technologies works with local and national service providers to deliver voice, video, data and security services over the newly installed networks. Its focus is to bundle comprehensive, high quality services and deliver them at bulk rates to residents at a significant savings.

CHALLENGE

To achieve its goals of auditing and managing the performance of multiple service providers, Connexion Technologies needed a combination of systems, including a customer management system, a trouble ticket processing system, and a business rules management system that could automate operational decisions across all applications and handle the business logic behind complex product and service bundling dependencies.

"We have a diverse group of users that will need to access the same system for different reasons—such as Customers, Customer Service Reps, and Field Techs. Given the diversity of our audience, and the views each of our users required, we knew we really needed a flexible and agile solution," said Andrei Mitran, VP of Systems Development for Connexion Technologies.

Unable to find a single system that would meet all its needs, Connexion Technologies determined that it needed several different applications. To avoid the challenges of complex systems integration and management of business logic in multiple applications, they decided to pursue a Service Oriented Architecture to create and manage complex business rules outside of the applications. This allowed each business application to reference the same business rules, avoiding redundant code and the associated costs and complexity. Having worked with Business Rules technologies, Connexion Technologies knew that automating, externalizing, and reusing its complex business decisions were critical factors to its success.

KEY REQUIREMENTS

Connexion Technologies knew that its solution had to be flexible, intelligent, as well as easy and intuitive to a wide range of service providers who supported many users. To do this, it would rely heavily on the business rules technology to give it:

- *Seamless SOA integration* – with trouble ticket, website, and BPM applications
- *Reusability* – to share business logic across the enterprise
- *Ability to handle complex, sophisticated logic* – of the complex relationships and dependencies of its offerings—without depending on IT for a translation
- *Agility* – quick response to market conditions, business opportunities, and consumer expectations
- A business-friendly interface—for analysts to build and maintain the business logic

-more



SOLUTION

Given its very specific needs for the Business Rules Management system to be user friendly and integrate with open source and proprietary software, Connexion Technologies focused its investigation on the top three business rules management products: ILOG, Fair Isaac, and Corticon.

“We were impressed with Corticon’s ability to generate code from the business rules interface,” said Mitran “We felt like the interface was easy to use, and was something that our business analysts would enjoy working with. We were also confident that it would handle our rule requirements.”

Connexion Technologies selected Corticon’s Business Rules Management System, which includes:

- 1) **Business Rules Modeling Studio** to create, validate and test the rules
- 2) **Business Rules Server** to execute decision services in a SOA environment
- 3) **Business Rules Collaborator** for rule lifecycle management
- 4) **Corticon Enterprise Data Connector** for enterprise database connectivity

Key selection criteria:

Corticon’s Service Oriented Architecture allows for the greatest reuse – allows Connexion Technologies to leverage its business decisions across its enterprise. By deploying the rules as decision services, they can make calls to any decision service from any of its applications, including a customer management system, the field technicians’ Blackberry, the trouble ticketing system, and the corporate website.

Corticon can handle the most complex decisions with ease and sophistication – all of the product information, product and service dependencies and inter-dependencies, escalation procedures, contractual obligations, billing requirements, local, state, and federal regulations, tax laws, etc., reside within the Corticon engine. Connexion Technologies is able to not only automate complex business decisions, but also to execute the decisions consistently and reliably, across the enterprise.

Corticon’s UI is the most user-friendly on the market – Corticon enables business analysts to define, validate and test business rules without the need for interpretation by java coders. Mitran states, “We felt that we would not gain anything if we introduced java coders to this cycle—as a matter of fact, we would lose much of the flexibility and agility we needed in our system implementation.” The business analysts, who understand the policy and regulations, are now managing the business rules.

IMPLEMENTATION

Connexion Technologies is launching its application in phases. Business rules are activated along with each new feature/function, such as:

Customer Experience.

Connexion Technologies aligns its customers with quality service providers by renting out its infrastructure to the providers and holding them to service level agreements. To ensure that these service providers are delivering executive level customer service, Connexion Technologies needed to guarantee that the information collected and delivered to the customers was easy to understand. As the customers interact with the online billing and trouble ticket systems, they must be able to do this easily and intuitively. Corticon will drive the customers’ online service experience by determining additional questions to ask (such as requesting additional details of the issue when submitting a trouble ticket), driving what products and services are available to the customer, and product and service dependencies (such as a service call that requires on-site support). The initial roll-out allows the customer to create a new account and a new trouble ticket via the corporate website; however, the offering will expand so the customer can do everything from setting up a new account, to ordering new products and services, to reviewing their billing information.

Management of Service Level Agreements.

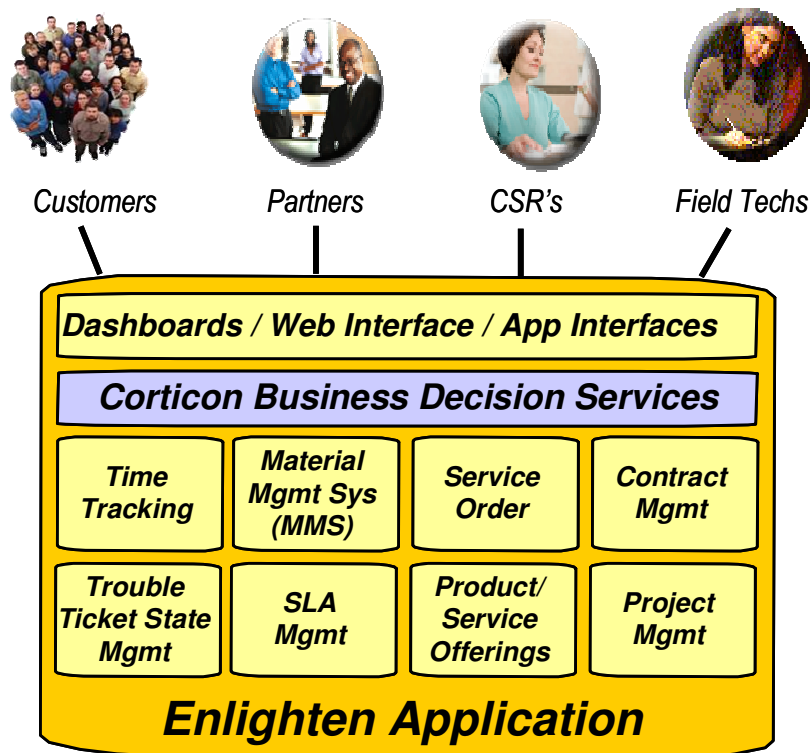
For each community, there are service level agreements (SLA) that require Connexion Technologies to manage providers who deliver a standard level of service—to resolve, within a certain amount of time, any given issue. In addition, the field technicians are measured based on their ability to execute against an SLA. Corticon is used to managing the change of state on the trouble tickets as well as how the field technicians respond to each ticket. State change management is key to cost containment—for example, if a trouble ticket state changes from open to closed without passing through other states, it could mean that the ticket is being closed without a visit to the site, and without the issue being resolved. With Corticon this information can now be automatically captured. Connexion Technologies views the automation and management of state changes as another way to tighten up its business, and manage costs much more effectively.

Drive Dynamic Dialog for Customer Service Representatives.

Customer Service Representatives (CSR) will be using custom-built applications to manage customers and trouble tickets. Corticon Business Rules will drive the system that the CSRs use to help customers determine the right product and services, as well as manage and track issues. In addition, when issues arise, Corticon will drive the questions the CSR's ask the customers to make sure all the appropriate information is captured and recorded at the time of the call. An additional benefit is that the CSR application will be using the same rules that the online customers and the field technicians use for greater consistency of service. "Reusing the decisions that we are using internally in our trouble ticket system allows us to maintain one common code line, reducing our IT costs while requiring the best possible customer service," said Mitran.

Project and Cost Management.

One of the most expensive operations for Connexion Technologies is the installation of the fiber-optic cable for a community, including the management of contractual obligations to both the developers and the communities. Because of this, employees need to have visibility into the status of the activities and be alerted in real-time to any issues that arise. Corticon has been implemented to track this work – by capturing and executing the business rules for task management, escalation procedures, and documented contractual obligations. Connexion Technologies is able to make changes to the rules based on different requirements for projects and contracts, without involving IT. "We expect that by automating our escalation procedures, and building our contractual obligations as rule assets, we will be able to react more quickly and effectively, thereby accelerating resolution and saving us money," said Mitran.



Corticon deployed across the Connexion architecture.

RESULTS

After just a few months of development and testing, Connexion Technologies has already taken several phases into production. Company management is confident in the value that this will bring to its business:

- Reduce the costs of installing a fiber connection to every home in the community
- Gain flexibility and agility to enable providers to deliver products and services offerings to meet market demand
- Effectively and efficiently monitor field operations
- Consistently manage contractual obligations for both service providers and communities

FUTURE GROWTH

Connexion sees Corticon as the foundation of its offering and the key to managing the delivery of premier customer service to the communities and service providers it brings together. "We believe that Corticon was the best product to make this possible. As we grow, we will not be able to scale without Corticon," said Mitran.

Additional projects will be enhanced with Corticon Business Rules, such as billing management, automated provisioning, and enhanced BPM. As the company grows and expands, it will continue to use Corticon Business rules across its enterprise, to give it consistency and accuracy in its day-to-day business activities, and provide its customers with premier customer service.



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