



THE IDI DIFFERENCE:

HOW COLLABORATIVE DESIGN LEADS TO BETTER SOLUTIONS

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The importance of collaborative design

Software should never be designed in a vacuum. Every new update, feature and release should ideally incorporate the voice of the customer to address the most important user needs, pain points and priorities. This is the essence of collaborative design: listening to customers and developing better solutions around their input.

Collaborative design is an especially important philosophy to adhere to when building complex software that is a critical component of day-to-day operations. Telecommunications billing, automation and workflow solutions must be designed with the end user in mind and routinely fine-tuned to ensure the highest priorities are met as service providers constantly adapt to compete in a fast-changing market.

Only by opening numerous and clear communication channels to gather user feedback can software design teams truly understand how customers use their products, identify and prioritize gaps and learn how applications can best be improved and optimized.



Where design principles fall short

As vital as collaborative design principles are to creating high-quality software solutions, a thorough and holistic approach may be less common than what you might expect in the telecom industry. Vendors face many challenges to implementing such transformative practices and may not be able to fully apply customer suggestions and input.

One of the largest hurdles is having enough technical resources and defined processes to regularly gather user feedback. To truly incorporate the voice of the customer, it's imperative to embrace an agile software development methodology to create regular opportunities to demo completed software. It's equally as important to have a defined, repeatable

design and development process with known expectations and a roadmap to ensure team alignment. Finally, sufficient time must be allocated for software reviews so that developers can gain direct feedback from users to help continually improve the application in every aspect.

This is where IDI Billing Solutions separates ourselves from the pack by focusing on these fundamentals and continually investing in technical expertise, research and development.

The collaborative design process gives our customers direct input into product decisions and results in a far better overall solution.



IDI gives customers a voice

Our approach to collaborative design begins with the customer, so it only makes sense to create as many opportunities as possible to gather their feedback. Face-to-face communication often leads to better discussions about software performance, shortcomings and potential new features.

To facilitate these conversations, we hold an annual User Forum where customers are encouraged to share feedback and offer input. Software is demoed by our customers and internal experts to show our solutions in action. In addition, breakout sessions provide for more in-depth discussions about new features, market specific items and additional hands-on guidance from our product management staff.

We also use our annual event to give users an overview of the product roadmap and provide detailed information on recently released features.

This offers IDI customers an opportunity to fully understand what is available in the software, provide input on development timeframes and add their suggestions to the list of upcoming enhancements.

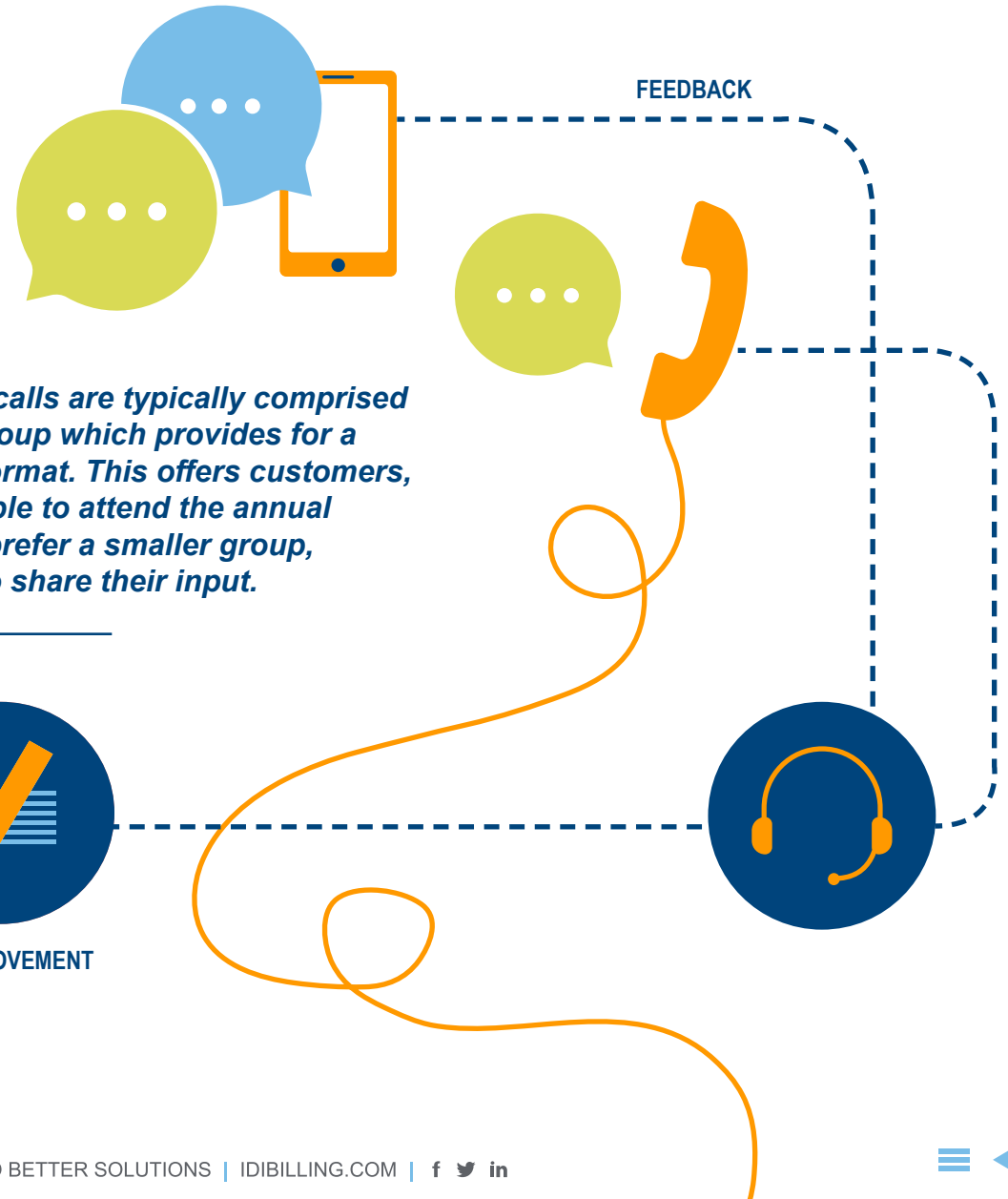


Collaboration calls keep customers in the loop

It's important to keep the lines of communication open and give our users additional opportunities to share feedback throughout the year. One of the best ways to accomplish this is by having our product experts hold collaboration calls periodically with customers to discuss how they are using the latest IDI solutions, issues they have encountered and ideas they have for improvement.

These calls also give customers a chance to see some of our work in progress and development that was just completed in the most recent release. This allows customers to understand how we are progressing, identify potential shortcomings or areas for expansion and plan ahead to determine the next release they would like to use in their operation.

Collaboration calls are typically comprised of a smaller group which provides for a more casual format. This offers customers, who were unable to attend the annual event or may prefer a smaller group, another way to share their input.



IDI Support & Knowledge Center available anytime

We also recognize the importance of having key information and online resources available at all times for our customers. With that in mind, we created a robust IDI Support & Knowledge Center.

Our online portal provides customers with valuable development information to address questions and issues that may arise. Helpful resources include code samples and documentation for developers, Best Practices, Getting Started guides and Knowledge Articles, just to name a few. Moreover, customers can receive status updates on work in progress and upcoming software releases. Our portal is also an excellent way for customers

to share their suggestions, view other customer suggestions and even vote on the ideas they value the most. IDI product managers monitor the suggestions board and regularly add customer ideas as user stories for development.

The Support & Knowledge Center is a convenient way for customers to stay connected with the latest software updates, get assistance with their daily job and add their voice to the collaborative design conversation.



Change request development supplements the product roadmap

Inevitably, customers will have feature suggestions that fall outside the current product roadmap. To handle this scenario, it's important for software providers to offer efficient change request development. Historically, this type of request has been one of the most difficult issues in the industry, many times due to the lack of time, resources and clearly defined processes.

We facilitate these types of change requests by following our own adaptive request development practices. Our approach incorporates the structure of the software design process, combined with a weekly review of new requests by our experts, predefined level of effort estimates and a documented process to ensure customer transparency.

The combination of our adaptive request process and our monthly software release cycle gives us the ability to more dynamically respond to customer requests and incorporate them into upcoming releases.

Focusing on efficient and timely change request development is key to maintaining and improving customer satisfaction.



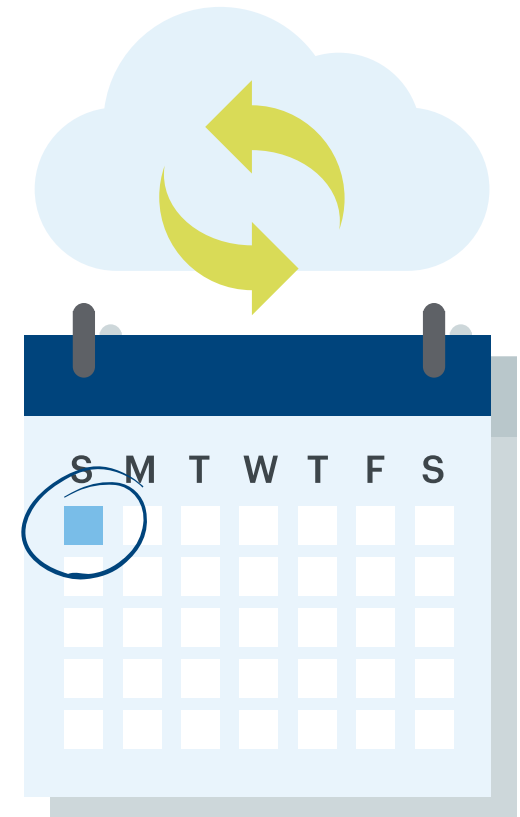
IDI's monthly software release strategy defined

Legacy telecom solutions have historically been expensive and distributed as distinct software licenses often leaving customers stranded on their current release with no economical path forward. Customers may be forced to cope with missing features, inefficient work arounds or performance issues. However, IDI's monthly release cycle was designed with customers in mind.

Our release strategy diverges from the past by distributing solutions through a Software as a Service model. Modern cloud-based solutions are designed to allow for new updates to be shared with users quickly and efficiently, and at a lower cost for the customer. This approach also eliminates the concern of software version isolation.

Our SaaS model combined with our automation investments facilitates an efficient, cost effective monthly release schedule for our customers. Each release includes new enhancements, features and the documentation essential for customers determining the necessity of the changes in their business.

The pace of our release cycle is virtually unheard of in the telecom solution space, ensuring that IDI customers continually receive the very best software available in the marketplace.



Monthly releases address priorities, reduce risk

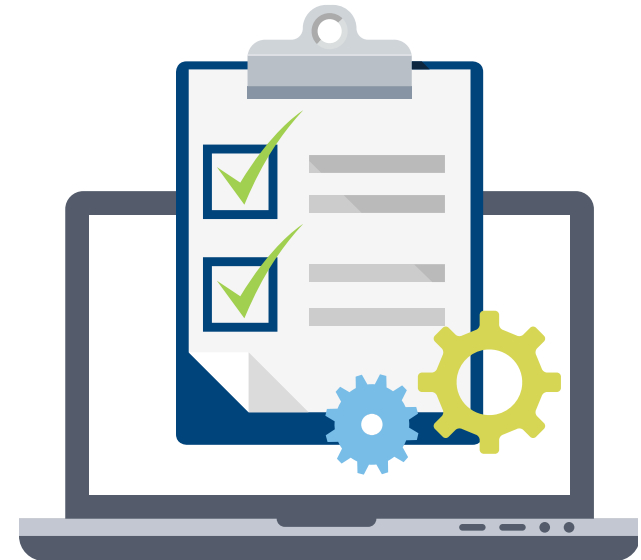
Our monthly release cycle serves multiple functions. First, this approach allows us to roll out new features and enhancements faster than ever. The industry is constantly evolving and the need for new billing, discounts and features is never ending.

Equally important is introducing new software without disrupting the core functionality of the applications in daily use by our customers. Telecom billing software is a mission-critical solution and customers cannot afford to have any kind of performance disruptions with their application.

Due to the perceived risk of taking new software updates, telecom service providers have historically been hesitant to make changes to their existing systems. The mindset has been

that it's better to endure a poorly performing telecom software solution than take the chance on a new release, or even an entirely new solution provider, that may not work at all. Regular monthly release cycles help alleviate these concerns by continually improving the application and building out its capabilities in smaller increments, thereby minimizing the risk.

Our functional, automated and regression testing verifies that every new release is certified before it is made available to our customers.



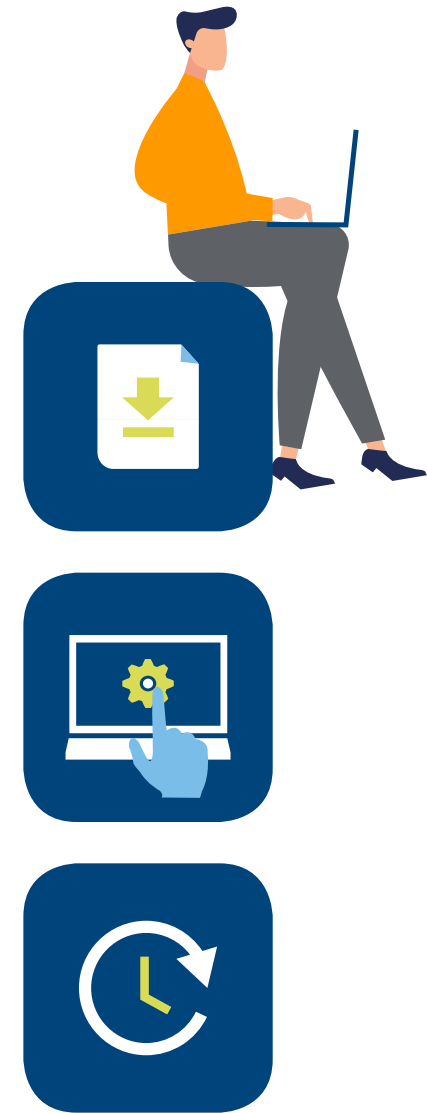
Customers maintain control over solution updates

Although there are minimal risks associated with any new release, not all customers are ready to apply software updates when they become available. Monthly releases are optional, allowing our customers to choose when they begin to use them.

New features and functionality can be first used in a stage environment and then toggled on in production whenever the customer is ready to implement them within their own operations. This approach allows users to install releases without impacting core software functionality and then implement new features after they are configured and the organization is fully trained.

IDI development teams continually build upon the existing core functionality and our design practices ensure that every release is backward compatible. This eliminates most concerns customers may have around the features and user experience they have grown accustomed to in their current release.

Customers maintain complete control over which release they use in production, the features they want to use and the timing of when to use them.



Add your voice to the conversation

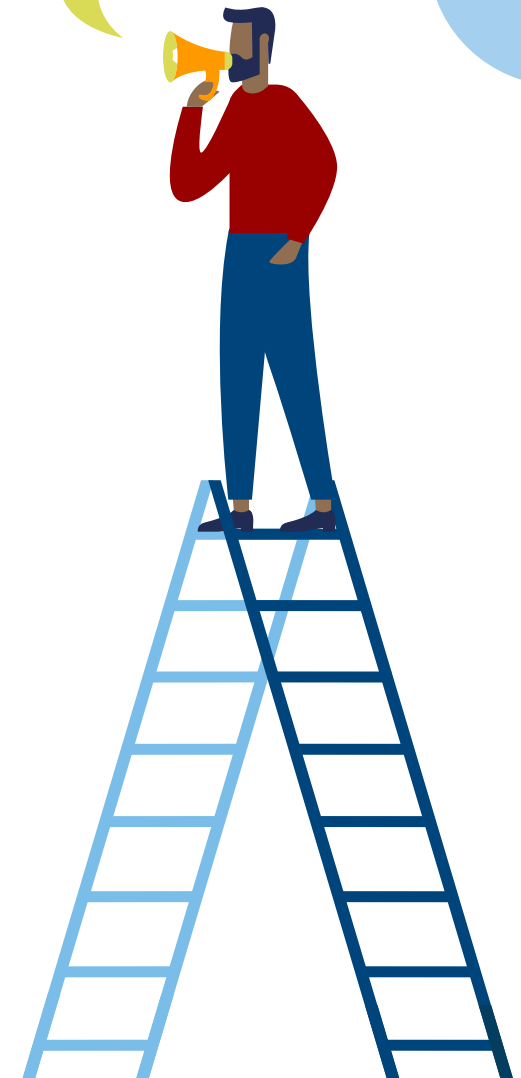
IDI's unique approach to software design, development and release management has created a clear value driver for our customers. We continually strive to enhance our products by applying user feedback into each successive release, preventing our customers from being locked into outdated and potentially stagnant systems.

Our Workflow application is a fantastic showcase for IDI's philosophy in action. When the feature initially began life as work plans, our customers provided a great deal of feedback on what worked, what didn't and what could be added to enhance the overall functionality. This process paved the way for

an entirely new Workflow application which customers have stated is unparalleled in the industry for optimizing their complex business processes.

Our collaborative design principles have helped us develop industry-leading billing, automation and workflow solutions. Furthermore, our monthly software release strategy ensures a strong foundation, while building out new functionality to address customer needs and requests.

Elevate your business with IDI and add your voice to the conversation.
Visit us at [idibilling.com](https://www.idibilling.com) or call 888.924.4110 to learn more.





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www.idibilling.com

7615 Omnitech Place, Victor, NY 14564

Tel: 888.924.4110