



## ECT Introduces StartUp Ring Back Platform

### New Out-of-the-Box Ring Back Platform for Small Carriers and MVNOs at a Fixed Price

Munich, September 14th 2010 – ECT (European Computer Telecoms AG), vendor of value-added services for the voice and multimedia domain, introduces a new platform for ring back services, ECT StartUp Ring Back Tone. This product is geared towards small carriers and MVNOs who want to offer ring back tones at minimum costs with zero time to market. It comes as an out-of-the-box solution at a fixed price which includes installation and offers the most important features known from the ECT Ring Back System. The new solution supports 20,000 subscribers upon installation and can be expanded for up to 150,000.

“The new ring back platform is perfect for companies who want to have the revenue generating power of ring back tones but at the same time minimize their investment until they actually see results” explains Victor del Razo, Commercial Product Manager for Ring Back Services at ECT. “Once the service takes off, we offer attractive options to move to the Premium Ring Back solution.”

The ECT StartUp Ring Back Tone platform comes with a basic set-up and extras such as redundancy and SIP support can be added as the client’s business evolves. All features are geared towards revenue generation. Like the Premium Ring Back Tone solution, ECT StartUp Ring Back Tone supports multiple content providers, content provisioning via FTP and has a web-based content management system. It has ECTs SOAP-based API to support multiple self-run or third party storefronts and includes features like copying ring back tones or ring back tones as gifts. The statistics and reporting module is also included so clients can keep track of their ring back tone performance and use the data as a basis for their marketing strategy.

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The front-end is no different to the Premium solution and users will not realize that the service runs on a smaller scale. They still have a personal inbox, can assign groups and wildcards, schedule assignments and have random and sequential playlists. ECT delivers the ring back system with a basic set of interfaces that can be adapted to the corporate design by the client or 3<sup>rd</sup> party integrators. ECT can offer optional support services, if required. With the feature-rich web and WAP interfaces, end-users will again not notice that there is a smaller scale solution behind the service.

The ECT RBT StartUp Ring Back System is ready-to-use upon installation. ECT can add enhancements - a redundancy package, a SIP package and additional ring back tone licences - at any time after the platform has been commissioned.

### **About ECT Ring Back**

ECT Ring Back is one of the worldwide leading solutions for ring back services. It is used by leading network operators throughout Europe, North America, the Middle East, Africa and Asia.

Ring back services are value-added services based on replacing the traditional ring back tone with audio or multimedia content. ECT (European Computer Telecoms) makes ring back services highly profitable business for carriers by implementing the required technology quickly, reliably and cost-effectively and enabling the features that drive subscription and content sales.

The ECT Ring Back allows carriers to realize ring back tone, multimedia ring back and advertising ring back services on one platform. It can be integrated simultaneously in legacy as well as next-generation mobile and fixed networks. ECT offers complete customized network and user interfaces as well as open application programming interfaces for third-party developments.

With the ECT Ring Back features, carriers concentrate on the content their market demands, choose the sales channels according to their requirements, execute targeted marketing campaigns, ensure the right user experience and make their service viral.

ECT is also specialized in replacing defunct ring back solutions and migrating customer data and content.

For more information, please visit <http://www.ect-ringback.com>

For information on other ECT products, please visit: <http://www.ect-telecoms.com> or <http://www.effective-contactcenters.com>

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