



**Typical Consulting Engagement**  
**For**  
**New BroadWorks Platform Owner**

Version 1.0.4

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*Presented by:*

**AveriStar Consulting, LLC**

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## Statement of Work - Consultant Deliverables

### Phase I – Planning and Process Evaluation

- Identify initial goals for product focus - geographic area, target customer size
- Identify and document billing methodology and plan for CDR delivery from BroadWorks or Class 4/5 Switch
- Identify and solidify PSTN interconnect agreements for origination and termination
- Identify target launch date based on vendor installation dates for feature server, session border controller, and PSTN gateway
- Review certified access devices and decide on low, medium, and high feature set IP handsets
- Create a defined organizational chart to start sales, operations, and engineering process flow
- Discuss and plan redundancy scheme - single site versus geographic locations
- Initial planning and process document for end-user site connectivity back to core network
- Identify and purchase mail server (POP3 or IMAP4) storage server for use with BroadSoft Unified Messaging
- Discuss access device provisioning models to include enhanced IP phone configuration via FTP, HTTP(S), etc
- Discuss plans for VoIP website to include feature server web portal login integration
- Discuss and document process for managing DID inventory and LNP
- Discuss and document process for handling emergency services
- Discuss and identify plan for Tier 1, 2, and 3 support infrastructure - in-house or outsourced



## Phase II – Installation, Configuration, Provisioning and Test Engineering

- Assist in installation and initial configuration of feature server, unified messaging, session border controller, and PSTN gateway
- Develop and execute end-to-end test plan based on all purchased features from BroadSoft, beyond the vendor provided ATP
- Implement access device provisioning process and server identified in Phase I
- Develop and execute test plan for billing and CDR generation and delivery
- Develop and document provisioning process flow for BroadWorks features to end-users based on projected number of new subscribers
- Explore alternatives to manual BroadWorks provisioning via OCI and 3rd party front-end application providers
- Define Local Calling Area and International dial plans to be defined on BroadWorks network server
- Define North American Dialing Plan to include 1+ dialing, 10 digit dialing, and 7 digit dialing for local and toll calls
- Identify demarcation point at the customer premises and plan to offer managed services for router, integrated access device, IP handsets
- Develop and document provisioning scheme for Service Providers, Enterprise, and Group levels
- Brand all customer facing portals and applications with custom artwork
- Define and document customer site and connectivity requirements
- Setup all corporate employees with DID, features, and IP handsets
- Define the order process and method - call in, fax, online sign-up



### **Phase III – Marketing and Training Development**

- Define product names and service levels - i.e. standard, executive, mobile
- Development and creation of all marketing materials to include quick reference guides, datasheets, and feature guides
- Define pricing for each product set and bundle
- Develop and document pre-sales surveys, LAN assessment surveys and testing tools, and end-user site surveys
- Identify 3 'friendly' local accounts to install service using processes in place to date
- Develop and document training course material for internal employees to include provisioning, troubleshooting, and maintenance of VoIP platform
- Develop and document training course material for end-users of VoIP service to include access devices, features, and applications
- Develop and document training course material for installation technicians who will install the service
- Develop and document training course material for direct and channel sales representatives to include qualification, competitive information and analysis, and giving the perfect demo
- Evaluation of other market segments to include IP trunking and Residential
- Launch multimedia training videos to employees (Stars Multimedia Training videos are purchased separately)
- All processes are in place and documented from initial sales call to installation and training.
- Install customers and evaluate process in place and modify process as needed

