

## Overview

The idea of participation platform is to increase collaboration and interactivity with the end subscribers by encouraging them into giving their inputs on programs that are being telecasted or broadcasted live using the conventional entertainment channels like TV and Radio. Typical use cases of these are the SMS polls that happen during the reality TV shows. The participation platform can be converted into customer care center solutions where participation floor is created to listen to a promotion or talk to a customer care representative or a supervisor.

Netxcell participation platform plugs in as a module of a comprehensive Netxcell VAS delivery platform that is cloud and NGN ready. This VAS delivery platform allows easy integration of various access and delivery channels like voice, SMS, USSD, web, wap modules, a java,(V)xml based Application run time module, an automatic call distributor (ACD) module that helps parking and retrieval of calls, a network abstraction module that hides details of network and IT node integrations from applications, graphical service creation and work flow creation modules that make the customization and new application creation faster, a campaign manager platform that has a rich GUI based framework for creating, scheduling and running campaigns independent of the delivery channels and provides hooks for operational aspects of campaigns like base upload, rules based NDNC scrubbing etc . Access and delivery channel modules make the telephony hardware details transparent to the application, thus removing the dependency on single vendor.

## Features

- Graphical presentation of participation floor for the anchor
- Supports both IP and TDM based signaling and media
- Can be integrated with multiple bearer channels
- Can be connected to live TV channels for creating more interactivity
- Can be utilized as customer care solutions for enterprises
- Provides flexible web based MIS creation and delivery framework allowing easy customization of MIS reports and scheduling delivery of the same via web interface, email and sms alerts
- Provides graphical service and hardware level monitoring modules for ease of operations and troubleshooting.
- Roadmap for completely customizable reports available in real time: Q3 2011

## Benefits

- API's made available for other applications to communicate
- The Administrator of the show/participation platform can login to the participation platform to check reports, creating alerts and make settings to the system. Some examples of reports:
  - a. Total call volume, MOU and number of calls dropped
  - b. Percentile usage of the each port
  - c. Idle count and the Trunk usage count, T1/E1 Utilization
- By selecting Channel Status from reports sub-menu, the administrator can view the live channel status