

A decorative graphic on the left side of the slide, featuring a central pink starburst shape surrounded by various colored squares (blue, purple, red, orange, yellow, green) and white lines radiating outwards.

IAUG CONVERGE2013
POWERING GLOBAL COMMUNICATIONS

JUNE 3-7, 2013 | ORLANDO, FL

Session 411 – Get more time back in your day: Empower employees with self-service tools

Speakers: David Raanan & Detta Donoghue

Company: Starfish Associates





Agenda

- ★ Company Overview
- ★ Self Service – Context
- ★ Self Service – Implementation
- ★ Customer Case Study – Self Service
- ★ Customer Case Study – Delegated Administration
- ★ Summary

Starfish – Company Overview

Starfish is a leading provider of telecom management automation and self service solutions. Our technology enables organizations to automate and streamline telecom management by integrating with business processes and existing IT infrastructure.

Our solutions are deployed globally at midsize to large enterprises including many Fortune 1000 companies.

Starfish is headquartered in Bridgewater, New Jersey.



Self Service Manager: Context

Identity managers and roles based provisioning technologies include Automated User Administration

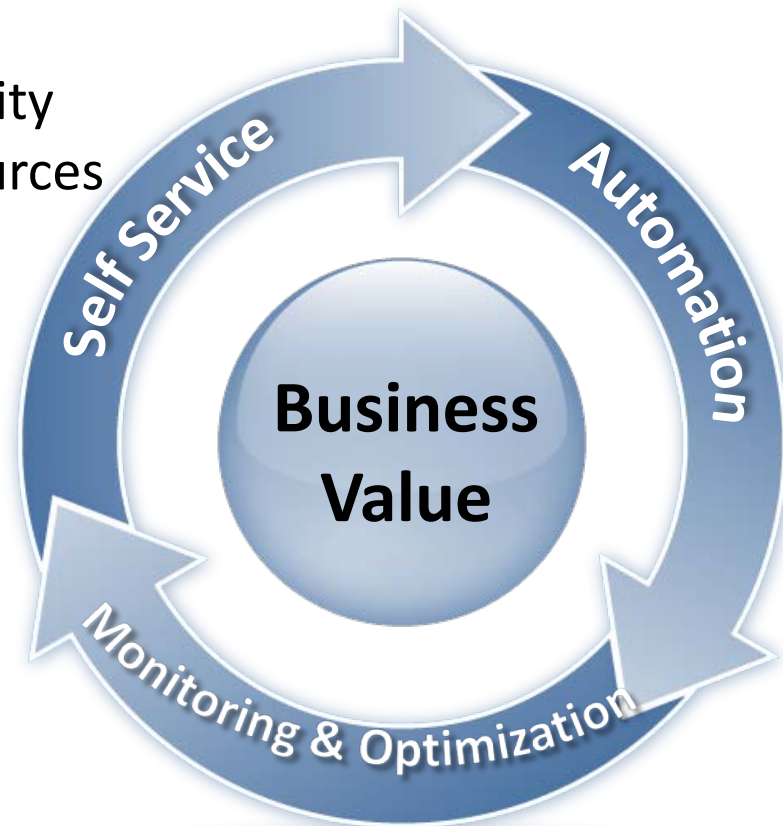
Common functions:

- Add, edit, delete accounts (Provisioning)
- Role based entitlement management
- Password management
- Self service provisioning and request initiation
- Delegated administration
- Workflow for provisioning and approval
- Event logging and reporting
- Resource usage, monitoring and optimizing



Value proposition of self service within the context of management automation:

- Reduce administration overhead
- Streamline processes; increased productivity
- Empower users to control and refine resources
- Three Technical Pillars
 - Automation
 - Self-Service
 - Resource monitoring & optimization
- Integrate, Leverage and Complement IT Infrastructure



Self Service and Delegated Administration

Self Service is a specific case of “Delegated Administration”

Implementation is based on:

- User Authentication
- User Authorization
- Simple and easy to use user interface
- Data Validation
- Execution of configuration changes on target system



Self Service Architecture



Enterprise Databases



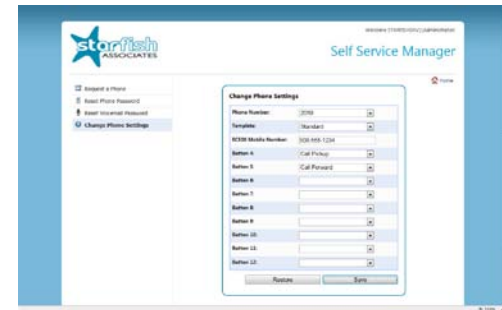
Enterprise Directory



Communication Servers



Self Service Application Server



Self Service UI



User Authentication and Authorization

Enterprise directory infrastructure is the foundation for Authentication and Authorization

- Users are authenticated leveraging enterprise directories:
 - Need to be a recognized network user
 - If currently not authenticated the self service application prompts for username and password
- Delegated administration can authenticate to security groups
- Helpdesk staff or local administrators should be members of user groups

User Authentication and Authorization

Authorization is based on a reliable mapping of users to their telecom resources:

- An authoritative directory with up-to-date information is a hard requirements.
- Creating this directory requires synchronization of telecom data with user data, ensuring the integrity of the mapping
- Users may be associated with multiple resource like station, agent login ID, voice mailbox and a CES account.

User Authentication and Authorization

Delegated Administration requires one to many mapping of administrators to user and resources:

- Help Desk Staff may need authorization to manage all extensions.
- Executive Assistants may need authorization to manager multiple extensions.
- Branch Managers may need authorization to manager extensions associated with the branch.

Delegated Administration requires a data store to maintain the authorization mapping.

Self Service User Interface

The target audience can be end users, local administrators, helpdesk staff, etc. The UI should be:

- Simple and easy to use
- May contain customer explicit instructions
- Focused functionality
- Well defined scope

Customer Case Study: **HIGHMARK** 

Highmark Health Services (Highmark) is a national diversified health and wellness company based in Pittsburgh that serves millions of people across the US. The company is among the largest health insurers in the United States.

Solution Objectives:

- Reduce telecom administration burden and increase operation efficiency
- Empower users to provision and manage some telecom services
- Maintain tight integration between telecom and AD

Customer Case Study: **HIGHMARK** 

The following resources/services may be associated with a user:

- Active Directory user object
- CM Station
- Voice Mailbox (Modular Messaging)
- CM Agent login ID
- CMS dictionary entry
- Nice recording
- MS Lync click to call

Users may have multiple stations and agent login IDs



Customer Case Study: HIGHMARK

Starfish Self Service Application Server



Active Directory



Microsoft Lync



Starfish Directory

Starfish Directory maintains the association of users to telecom resources.



Self Service UI



CM



MM



CMS



Nice



Authenticated users with no telephony resources submit provisioning requests based on location and roles.

Highmark
Telephone
Self-Service

Welcome Lichilashok!

Telephone Self Service Portal

Home

Telephone Voicemail Agent

Add new phone

Company: -- Select --

Location: -- Select --

Agent features

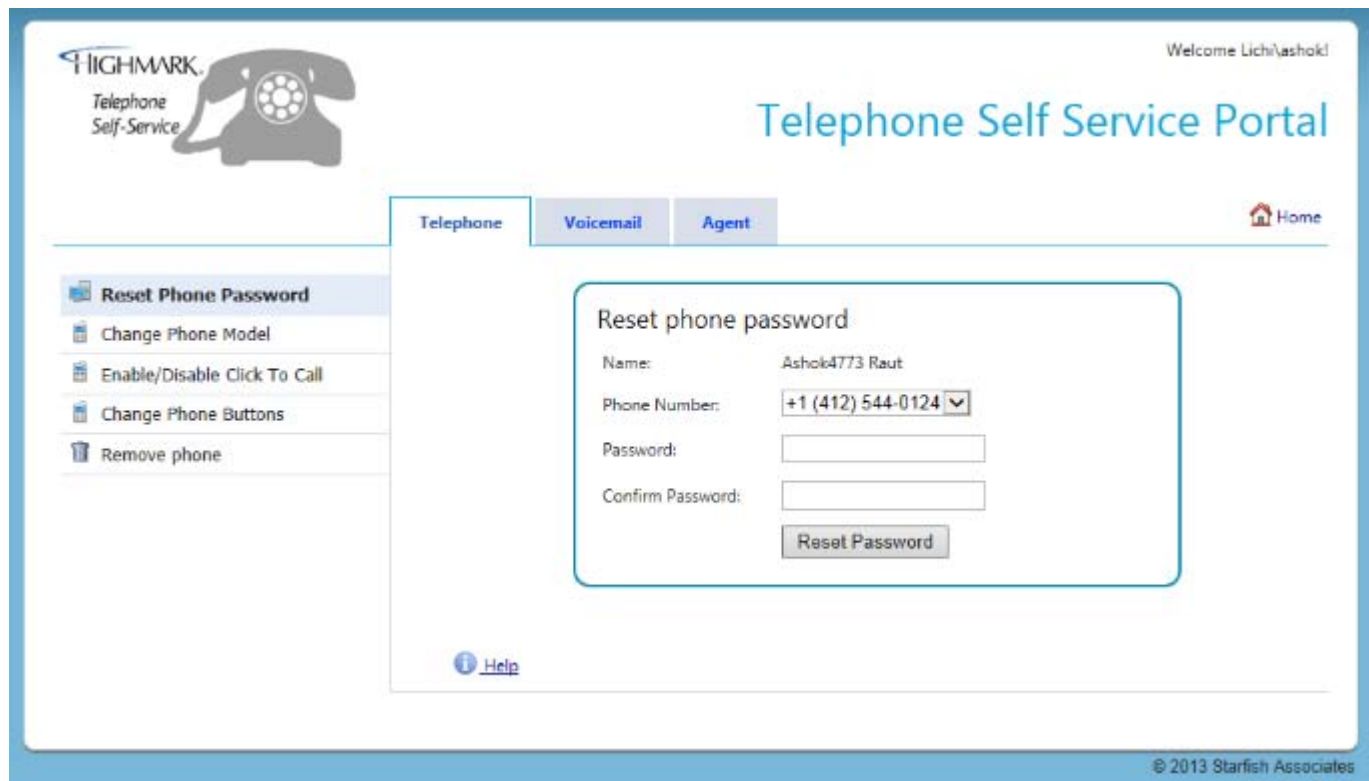
- I work in a call center and require an agent login ID to login to a phone queue
- I am a supervisor or above who will do service observe
- My calls will be recorded

None of the above

Submit

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Users with associated resource can manage specific settings



The screenshot shows the Highmark Telephone Self-Service Portal. The page title is "Telephone Self Service Portal" and the user is logged in as "Welcome Lichilashokl". The main navigation tabs are "Telephone", "Voicemail", and "Agent". The "Telephone" tab is active, and the "Reset Phone Password" option is selected in the left-hand menu. The main content area displays the "Reset phone password" form with the following fields: Name (Ashok4773 Raut), Phone Number (+1 (412) 544-0124), Password, and Confirm Password. A "Reset Password" button is located below the form. A "Home" button is visible in the top right corner, and a "Help" link is at the bottom left. The footer contains the copyright notice "© 2013 Starfish Associates".



HIGHMARK
Telephone
Self-Service



Welcome Lich\ashok!

Telephone Self Service Portal

Telephone Voicemail Agent Home





- Reset Phone Password
- Change Phone Model**
- Enable/Disable Click To Call
- Change Phone Buttons
- Remove phone

Change phone model

Name: Ashok4773 Raut

Phone Number: +1 (412) 544-0124

Phone Model: Select the model that matches what you have on your desk. Picking the wrong one will cause some phone features to not work.

-  9620
-  9630
-  4610
-  4621

Change



WELCOME LICH\ashokd

Highmark
Telephone Self-Service

Telephone Self Service Portal

Telephone Voicemail Agent Home

- Reset Phone Password
- Change Phone Model
- Enable/Disable Click To Call
- Change Phone Buttons**
- Remove phone

Change phone buttons

Select Phone: +1 (412) 544-0124

4: ▼

5: ▼

6: ▼

7: ▼

8: ▼

9: ▼

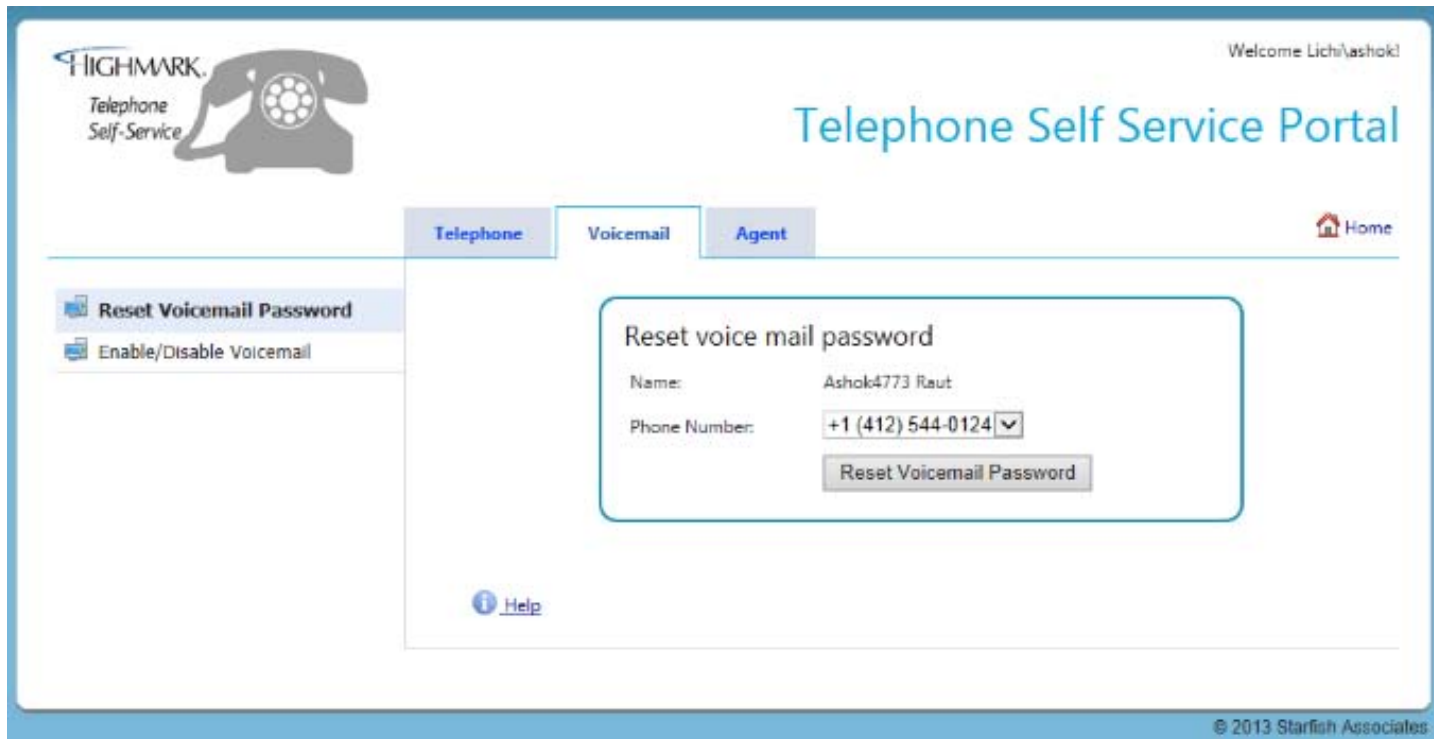
10: ▼

11: ▼

12: ▼

[Help](#)

Voicemail passwords can be reset to default values. The mailbox is then set to prompt the user for a new password.







The screenshot displays the 'Highmark Telephone Self-Service Portal' for user 'Lich\ashok'. The page has a navigation bar with 'Telephone', 'Voicemail', and 'Agent' tabs, and a 'Home' button. A sidebar on the left contains links for 'Reset Voicemail Password' and 'Enable/Disable Voicemail'. The main content area is titled 'Reset voice mail password' and contains a form with the following fields:

- Name: Ashok4773 Raut
- Phone Number: +1 (412) 544-0124 (dropdown menu)
- Reset Voicemail Password button

A 'Help' link is located at the bottom left of the form area. The footer of the page reads '© 2013 Starfish Associates'.

Customer Case Study: **HIGHMARK** 

After Deployment – First Month Stats:

-  201 – De-provisioned accounts (stations, voice mail)
-  295 – Stations added via self-service including voicemail accounts setup and click to call setup
-  577 – Voicemail Password resets
-  181 – Telephone Password resets

(Note: These stats were taken during the holidays when many employees were on break!)

Customer Case Study: **HIGHMARK** 

Starfish Self Service Manager empowers end-users within the context of a business process defined by the Telecom team.

“Self service solutions from Starfish allow us to quickly setup whole departments with very little staff intervention.....”

By implementing Starfish Self Service Manager, users no longer have to wait for help desk staff to respond to them. With over 20,000 employees, self service allows the telecom staff to work on more complex problems. As we add call center agent login ID provisioning, we will be able to just as quickly turn up entire new call center departments with login credentials and get them ready to take calls faster.”



Delegated Administration



Welcome STARFISHLAB\TAdmin!

Self Service Telecom Manager

- Home
- Add Extension Map
- Modify Extension Map

Extension Map

Ring Group Map

Search

Export

Manager Name	Extension Pattern	Start Range	End Range	Allow Side Car	
jbaker	12*	1000	2000	No	
fnewman	*			Yes	
jsmith	11*	66660	66666	No	

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Telecom administrators define the scope for Branch Managers



Delegated Administration

Welcome STARFISHLAB\Admin!

Self Service Telecom Manager

Extension Map | Ring Group Map

Home
Add Ring Group
Modify Ring Group

Search | Export

Manager Name	CAG Name	CAG Number	
jbaker	Accounting	45	🗑️
jsmith	Sales	2	🗑️

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Telecom administrators define the scope for Branch Managers



Delegated Administration



Welcome STARFISHLAB\jsmith!

Self Service Branch Manager

Extensions

Ring Groups

Search

Export

Extension	Display Name
66661	Robin Hood
66662	Test Phone2
66663	Test Phone3
66664	Test Phone4

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Branch Managers are limited to control their defined scope



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Thank you – Questions?

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**Thank you for attending.
Please remember to complete your evaluation of
this session.**

**Session - 411 – Get more time back in your day:
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