

CINCINNATI BELL TELEPHONE UPGRADES TO ETI'S TRIAD

ETI Provides Flow-Through Service Activation for Fiber Products

Norcross, GA, June 1, 2010 – Cincinnati Bell Telephone ('CBT') has deployed Enhanced Telecommunications, Inc.'s (d.b.a. ETI Software Solutions) (www.etisoftware.com) Triad Service Delivery Platform ('SDP'), for automated, flow-through service activation on CBT's fiber network - providing voice, video and data services.

CBT identified the need for automation due to the technical complexities associated with activating the Optical Network Terminal ("ONT"), and the desire for tight integration between billing and service activation.

"We selected ETI because they have a proven solution," says Darrick Zucco, FIOPTICS Vice President and General Manager, Cincinnati Bell Telephone, referring to ETI's previous integration and deployments with Alcatel-Lucent's 7342 GPON product and Motorola's AXS Vision GPON product. "We expect this product to improve the installation, activation, service and billing of our fiber products after the integration of Triad into our existing architecture."

Using Triad's business-level XML API, several BSS and OSS applications push data into the SDP. The SDP, in turn, provides the flow-through activation of voice, video, and data on the ONT ports.

"Cincinnati Bell demonstrates the scalability of our solution," says Pete Pifer, Chief Executive Officer, ETI. "They see the value in using a proven solution, and have allowed us to showcase the tangible ROI we deliver. Triad enables CBT to deploy new services quickly, seamlessly, on-schedule and on-budget."

CBT also uses Triad to control service activation on video set top boxes ('STB's) and Video on Demand ("VoD"). Within the scope of the provisioning, ETI provides direct interfaces to CBT's service routers for data provisioning, telephone gateways for voice provisioning, and an interface to a SIP server for VOIP provisioning using the Session Initiation Protocol ("SIP").

"CBT also uses ETI's Triad to activate video, video-on-demand and numerous network elements to support fiber services – it's an impressive use of Triad and speaks to what we've always designed it to be," Pifer added, referring to the complete array of ETI's provisioning interfaces used by CBT.

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About Cincinnati Bell Inc.: With headquarters in Cincinnati, Ohio, Cincinnati Bell (NYSE:CBB) provides integrated communications solutions - including local, long distance, data, Internet, wireless and entertainment services - that help keep residential and business customers connected with each other and with the world. In addition, businesses ranging in size from start-up to large enterprises turn to Cincinnati Bell for efficient, scalable office communications systems as well as complex information technology solutions including data center and managed services.

About Enhanced Telecommunications, Inc. d/b/a ETI Software Solutions (www.etisoftware.com) ETI Software's world-class software products enable telephone, utilities and municipalities to successfully sell, bill and activate telecommunication services. With unparalleled provisioning capabilities, ETI's products instantaneously activate voice, video and data services to any technology over any network topography, including Fiber-to-the-Premise. Founded in 1992, the company is headquartered in Atlanta, Georgia and privately held.

