



*Will Communications is the leading installer of business telephone systems in Los Angeles, California. They are certified dealers for the Panasonic KX-NCP, KX-TDE and KX-TDA IP PBX. They offer solutions for VoIP, voice mail, automated attendants, call accounting software, and more.*

## **Challenge: Create an Online Product Registration tied to an IVR Service**

Will Communications has a new business idea designed to revolutionize the world of lost articles. The eIDtag® is designed to enable people to report found articles in an anonymous and toll-free manner to their rightful owners. Will Communications needed a proto-type system to act as a proof-of-concept to present to potential investors. Will Communications needed an affordable solution that would represent its business idea well to the investors on his limited budget

## **Solution: Cost Effective Proto type with an Embedded IVR**

When defining a solution for Will Communications, RBZ&A wanted to keep the big picture in mind while keeping costs for the proto-type within the customer's budget. Recognizing that the eIDtag will require an eCom-merce solution in its full realization, RBZ&A utilized the open source NOP commerce system as the core of their solution. The NOP Commerce solution meets the requirements for developing a proto-type and Is a great foundation for building a solid solution for Will Communica-tion's eIDtag proposed business model.

RBZ&A designed and developed a communication bridge between NOPC and IfbyPhone IVR service that provides database look up, send and receive data elements to and from an IVR SurVo components.

### **Results:**

- A communication bridge between eCommerce and an IVR service
- Very low cost proto-type that meets the requirement for dem-onstration

### **Technologies Used:**

- Visual Studio 2010
- C# 4.0
- .NET Framework 4
- IIS 7
- SQL Server 2008
- Windows Server 2008

**For more information,  
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