

# PREMIERE CONNECT API



## Integrating communication technologies into your business processes

### The Problem

Efficient and reliable customer communication is critical to retaining and growing your customer base. As your needs grow, your business requires higher throughput, an automated versus manual process, and a programming interface that provides the ability to integrate classic business functions, such as emailing, faxing, and sending voice messages, into your current business processes.

### The Solution

The Premiere Connect API is a service solution that provides you with the ability to easily integrate data communications into your existing business processes. Through an open, standards-based API, utilizing web services technology, the Premiere Connect API provides you with a programming interface to Premiere Global's communication solutions:

**Alerts and Notifications, Marketing Automation, Document Management.** Now fax, email, voice and even SMS services can become part of your very own business processes and client-side applications.

### Shorten Development Time Frames

With the Premiere Connect API, there is no need for client-side software or hardware. Through our open, standard interface web service offering, you can use Premiere Global's world-class developer tools to shorten your development cycle. Based on

Simple Object Access Protocol (SOAP) and Extensive Markup Language (XML), the Premiere Connect API offers flexible solutions and application delivery in short time frames. Develop your own application using the tools most familiar to you, such as JAVA, C++, Microsoft .NET or any other programming languages.



### Premiere Connect and "Jobs"

The Premiere Connect API is accessed using the standard HTTPS protocol and SOAP 1.1 requests and responses for XML documents. Using an XML schema and a web service WSDL file, your developer is able to write an application that accesses Premiere Global's communication solutions.

 **Premiere**  
Global Services

A set of destinations, message contents, and report requests can be submitted to Premiere Global's communication solutions, using a "job" as the basic unit of work. Individual users may specify the use of cover sheets, mail merge or format conversions, as well as request job processing status and delivery cancellations.

In many cases, the content and destination lists are maintained locally and then assembled into jobs that are sent by the Premiere Connect API to Premiere Global solutions for delivery. All document conversion takes place within the solutions, assuring your document is delivered securely at any given time.

Commands specific to each type of service are outlined in our API and developer guides. The features and functionality within the Premiere Connect API are expected to continually expand, making integration with our services a winning solution.

#### The Benefits of Using the Premiere Connect API

- Integrate document delivery of faxes, emails and voice mails directly into your application
- Fast and secure Premiere-side document conversion and delivery
- Cost-effective solutions: no client-side hardware or software investment
- Shorten development time frames with open, standard XML/SOAP interfaces
- Web services-based API
- The ability to submit traffic to alternate domains for failover and redundancy

#### Service Programs

To ensure the highest quality of application support and offer the most cost-effective solution, Premiere Global Services provides two service programs to help you get your application off the ground and up and running, quickly and efficiently. At the root of both of these programs is a certification and test process. This process will include the review of your business requirements, a formal application review, an operational review, and a review of your testing plans and results. The reviews will not only provide verification that you are able to submit traffic, but will also include an operational review discussing the parameters around traffic volume, flow and expected traffic patterns.

- **Quick Start Program** - includes business requirements and application review, training/guidance seminar, 10 hours of programmer-level support, as well as a testing and certification process
- **Self Start Program** - includes business requirements and application review, access to our test system, testing and certification, as well as the ability to call for support on an hourly charge basis



For additional help with integrating your application, Premiere Global Services offers both per hour support services as well as custom-developed solutions. Please speak to your Premiere Global Sales Representative for more information.

#### For More Information

To learn more about the Premiere Connect API solution and other communication technologies offered by Premiere Global Services, visit or call us at:  
**[www.premiereglobal.com](http://www.premiereglobal.com)**  
**800.546.1541**

*Premiere Global Services, Inc. provides communication technologies that simplify business process. Customers use our services to automate and enhance a variety of business processes, including sales for calls, receivables collections, Web-based continuing education, confirmations of securities trades and travel reservations, electronic statements and invoices, local access international conferencing, document capture and automation, e-mail campaign marketing, mobile access and printing of documents, automated prescriptions renewals and other applications. Our corporate headquarters is located at 2399 Peachtree Road NE, Suite 700, Atlanta, GA 30326. Additional information can be found at [www.premiereglobal.com](http://www.premiereglobal.com)*

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