



# ROCware Propensity Profiler

**Use ROCware to predict behaviors and issues before they occur, to improve metrics throughout the business**

Telecom operators today work hard to understand trends and patterns within the mountains of data they accumulate and maintain. Within those massive data volumes there exists information that, when managed correctly, could provide operators a unique and almost “crystal ball” view into behaviors, challenges, and opportunities within their business. Areas of focus for carriers today include customer experience management, product and revenue management, marketing intelligence and strategy, and a host of other key areas where an operator would benefit tremendously by being able to better predict and control key business metrics.

Over the years operators have employed a variety of business intelligence tools and complex processes to create metrics to attempt to accurately predict an outcome across a wide array of indicators within the business. Until recently, predictive work used to support these processes has focused primarily on data mining and data clustering techniques, which have had moderate (and often poor) success rates over time. Even when accurate, however, these processes focused attention on identifying and isolating a problem based on issues the problem caused; from there an operator would strive to correct the problem going forward. This approach was the best available at the time, yet it was only a reactive strategy that didn’t protect future business revenues and costs the ways operators have hoped.

**ROCware Propensity Profiler enables operators to finally be proactive**

**Reduce costs and deploy resources more effectively by predicting key indicators and issues**

Using ROCware Propensity Profiler, operators are now able to accurately predict a wide array of business and customer facing issues before the issues either cause an adverse outcome, or before a customer experiences the issue. While identification of root causes is also supported (allowing a reactive “fix” to the identified process), Subex profiling technology also facilitates a proactive view into at-risk groups, programs, markets, etc., allowing the business adequate time to address the affected group or program before it results in customer churn, increased costs, mis-allocated resourcing, etc. Using highly advanced technology, the Propensity Profiler specializes in consuming vast amounts of associated data to arrive at an accurate prediction of future areas at risk, while also isolating those areas for specialized treatment within the business.

**Improve customer satisfaction and retention by predicting which customers will have billing issues**

Using advanced analytics techniques to analyze data collected from customer touch points and quality of service metrics, ROCware Propensity Profiler detects patterns that predict when customers will enter into a treatment process due to a billing issue with a specific product set or bundle. The operator can then not only correct the root cause underlying the billing issue, but also institute proactive outreach to these customers, which are proven to be more effective in retaining customers than reactive ‘save desks’. The ultimate outcome from this practice of proactively engaging the affected (or soon to be affected) customer group includes lowered call center costs, less time to resolution for affected customers, lowered adjustment amounts, and increased customer loyalty.

## The “ROCware” in ROCware Propensity Profiler

ROCware is Subex’s revolutionary business optimization platform that harnesses the wealth of operational data you have, transforms it into actionable information, and then lets business users act on it – all in near-real-time. It provides the ability to correlate cross domain information and extract additional value from near real time operational data. Using ROCware, service providers can:

- Collect and analyze data from disparate sources
- Use Fuzzy Logic to correlate across domains with data challenges
- Analyze and report on information correlated from many domains
- Define analytic classifiers to group customers based on behavior
- Predict future events and act on them today
- Set thresholds on cross domain data combinations (e.g. Margin)
- Initiate workflows based on KPIs placed on any metrics

### Other ROCware applications include:

- ROCware Margin Driven Management
- ROCware Product Performance Management
- ROCware Leased Line Management
- ROCware Prepaid Channel Assurance

## About Subex

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

The company pioneered the concept of a Revenue Operations Center (ROC™) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex’s product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, credit risk management, cost management, route optimization, data integrity management and interconnect / inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). Business optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry’s first successful Risk Reward Sharing model for Fraud Management.

Subex’s customers include 16 of top 20 wireless operators worldwide\* and 26 of the world’s 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

\*RCR Wireless list, 2010

#Forbes’ Global 2000 list, 2010

For more information please visit [www.subexworld.com](http://www.subexworld.com)

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