ROC Partner Settlement - Success Story at a Tier 1 APAC Operator

**Operator Profile**
The Operator, a Tier 1 mobile Communications Service Provider (CSP) in the APAC region, currently has annual revenue greater than USD 3 Billion and approximately 90 million subscriber base. It is an integrated GSM operator offering 2G and 3G services, and has its own NLD and ILD operations, and ISP license, built on a network of over 100,000 2G and 3G cell sites, spread across over 50,000 towns. They offer a range of high-speed mobile broadband devices including Android based 3G smartphones, dongles etc with wide portfolio of 3G smartphones offer the latest in 3G applications and high-end data services such as TV, games, social networking etc. at most affordable prices.

With increased data volumes each day, the operator is now facing challenges to calculate and monitor partner content settlements due to unavailability of any legacy system.

**Operator's Situation – Problems**
The telecom content market today is increasingly aggressive and deregulated. Competition is fierce, margins are threatened, billions of different types of events require rating and analysis, agreements are complex and quality of service requires constant vigilance. Hence, the key problems experienced by the operator were:

- CDR rating for SDP was made difficult by the fact that there is no legacy system in place. Ability to calculate and monitor partner content settlements was extremely convoluted and hard.
- There were variations in the different country circles processes, especially related to short code creation, refund and accounting saw no unified common approach
- The actual partner revenue shares were determined based upon the information from multiple systems. Their primary focus was not towards the partner content settlement; this was secondary scope for them. Use of reports to determine numbers were used.
- No system in place to manage the full CDR Lifecycle and in particular, whether there were checks and validations in place which catered specifically to needs of content CDRs for payout calculation purposes.

The key challenges of the operator could be summarized under the following categories:

- Unavailability of any legacy system
- Multiple business processes for content partner revenue cycle management across circles
- Partner revenue share determined using multiple reports from disparate systems
- Unavailability of end to end file and CDR lifecycle transparency

**Subex's Offering – The Solution**
Subex provided a solution to this operator that supported a wide range of business models, in a variety of different flavours, whether it is from the aspect of various formats of data collection from platforms such as a CDN or other internal systems, from detailed contract specifications to flexible rules driven content settlement models. With the introduction of ROC Partner Settlement, and the associated contract management features, it was possible to define detailed pricing and logic business models that map to the business demands. ROC Partner Settlement provided the operator with a holistic overview of the partner, from content processed, revenue shares generated, settlements derived and processed and disputes accordingly linked directly to items for auditability. ROC Partner Settlement was perfect to solve the operator’s issues indicated above and provided the following capabilities:

- Multiple business models & configure corresponding logic
- Agreement and pricing modeling for offerings
- Full partner account management, content processing to settlement and dispute management
- Analytical models and intelligence to transform operational support systems to evolve into data driven decision support systems.

The results that Subex assured with ROC Partner Settlement was dispute settlements, better decision making for reduced time to market in terms of having the
ability to set up new services in no time, increased operational efficiency through end to end automation of the settlement processes & improved profitability through analytics leveraging the underlying rich settlement data.

Proof of Success – Benefits to the Operator
Following the deployment of ROC Partner Settlement, the operator was able to structure common method for business processes throughout organisation through use of centralized system and robust functionality enabling operational efficiencies to be achieved, whether this was for billing/settlement processes related the overall cycle or the actual bill run itself. Some of the quantifiable benefits that the operator achieved due to the partner settlement solution were:

- Reduction in 3rd party settlement disputes
- Billing cycle reduced from 30 days to 7 days
- Financial & operational reporting module is used by IT & Business for decision making
- Manual bill run was reduced from 5-6 days to 8 hours
- Better equipped to renegotiate existing agreements due to end-to-end visibility

Through these capabilities, the operator was able to automate payout calculation by systems (No manual correlation of payments), there was constant visibility into revenue, costs & margins with operational ease (GUI based configurations, re-rating of content CDRs, intuitive interface). The solution provided the operator with easy maintenance of contracts & agreements master for all partners, flexibility to configure multiple business validation rules for CDR processing and visibility into end-to-end CDR lifecycle management ensures every CDR flown into the system.

Why Subex?
Based on our deep domain expertise in the telecom domain, Subex’s partner settlement solution is trusted by service providers the world over. With more than 60 global installations, the solution enables CSPs to quickly and accurately settle charges with their network and content partners. It enables operators to manage costs and revenues on interconnect and partner agreements with domestic and international operators as well as content partners on a day-to-day, and hour-to-hour basis.

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