Simplifying Revenue Assurance

ROC® REVENUE ASSURANCE SOLUTION

Take decisions while on the move
Improve analyst productivity
Recover revenues faster
Simplifying Revenue Assurance

While revenue leakage remains a major concern for telecommunications providers, they are now faced with the challenge of dealing with complicated Revenue Assurance processes and solutions. As operators move deeper into next-generation services and content-driven service environments, revenue assurance becomes both more complex and more critical. Product portfolios are expanding, networks and services, operations and revenue chains are becoming increasingly complicated, involving an intricate web of partners and resellers. Not only this, telecom operators perform some functions such as scoring their maturity, planning their RA roadmap, etc offline, which means they have to cope with the challenge of scattered practices. Also, as telecom operators grow in size, they have to deal with large volumes of data, control points, KPIs involving time consuming and repetitive investigations.

And of course, the telecom industry is no different when it comes to attrition; they too have to deal with the problem of resource churn. Knowledge management problems arise when experience people leave the Revenue Assurance team.

Traditional approaches to revenue assurance fall short in this scenario. Today’s Revenue assurance (RA) solutions are ill-equipped for complex service and business models. Organizational challenges can also limit RA effectiveness. A lack of visibility within the operator organization, the “diminishing returns” of successful RA projects, and the difficulty aligning RA results with an operator’s broader business goals can all work to limit the future reach of much needed RA practices.

In today’s dynamic communications environment, a successful revenue assurance practice requires a more mature revenue assurance solution – one that not only enables proactive and ongoing revenue recovery but simplifies RA by visually aiding telecom operators and guiding them to improve performance.

“
We have seen fabulous results from Subex. ROC Revenue Assurance is able to monitor our entire system flow—including both legacy systems and strategic systems. This automated monitoring has resulted in a 6x productivity improvement over our previous manual audits. The system keeps paying for itself and Verizon keeps expanding ROC Revenue Assurance’s use.”

Verizon’s Executive Director of Broadband Billing and Revenue Assurance
The ROC Revenue Assurance solution from Subex simplifies the highly complex Revenue Assurance domain by introducing two path breaking concepts: RevenuePad and Zen. **RevenuePad** is a command center for Enterprise-wide RA. Its intuitive console helps you to **Plan & Map** your RA roadmap by providing a consolidated strategic view of enterprise maturity as an outcome of operational performance. It also provides guidance on which **Assurance Areas** and metrics to cover thereby aiding the improvement of RA performance. RevenuePad introduces the concept of **Visual RA**. **Visual RA** provides a bird’s eye view of the organization’s network topology and directly points to the problem areas which need immediate attention. Thus with RevenuePad, telecom operators can gauge and improve RA performance and work towards achieving their business goals.

Zen is the **industry’s first virtual analyst for RA**. It helps RA analysts by providing root causes of revenue leakages. Time is of the essence, and the faster a domain analyst can find the root causes, the more revenue leakages an organization can prevent. With Zen, the analysts are guided to the underlying root causes of discrepancies quickly in an automated manner, thereby removing manual error and dependency. This leads to productivity improvements of an order of magnitude of 10 to 20. Apart from guiding analysts, it also learns from past and builds a repository of discrepancies and associated root causes to enable knowledge sharing within the organization. Using these two fantastic concepts, ROC Revenue Assurance simplifies RA and aides telecom operators to achieve faster, better revenue recovery.

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**Data Collection & Processing**

- RevenuePad
  - Network & Usage
  - Subscriber & Provisioning
  - Billing & Rating

- Zen

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**ROC Revenue Assurance coverage**

**Revenue Assurance Areas**

- Postpaid Usage
- Postpaid Subscription
- Prepaid Usage
- Prepaid Subscription
- Roaming Usage
- Interconnect Assurance
- Wholesale Reseller Assurance
- Rating Assurance
- Correction
- Test Call Generator

**Product & Service Domains**

- Analogue Data Networks
- Fixed Voice Data
- Cable Telephony
- Circuit Switched Data
- UMTS
- IPTV
- Value-added Services
- GPRS
- IP
- Mobile Voice
- EDGE
- Triple Play
- Digital Data Services
- ADSL
ROC Revenue Assurance Benefits

a. **Faster root cause investigation**: Using RevenuePad and Zen, ROC Revenue Assurance enables comprehensive leakage investigation at various levels by providing dynamic views of the RA universe. With its graphical, interrogative analytics and minimal learning curve, it speeds up case investigation to deliver faster results.

b. **Exposure of hard-to-detect revenue leaks**: Through Visual RA, ROC Revenue Assurance directly draws users’ attention to important problem areas and prompts corrective action.

c. **Immediate contribution to the bottom line**: Using RevenuePad, users can track cases of potential revenue leakage in a structured workflow, from detection to recovery, thereby achieving their business goals and making an immediate contribution to the bottom line.

d. **Continual savings through real-time KPI tracking**: ROC Revenue Assurance’s RevenuePad monitors and reconciles key performance indicators (KPIs) on a continuous basis to ensure that revenue assurance aspects of the business are intact while taking immediate action when prescribed limits are breached.

e. **Monumental improvement in analyst productivity**: Zen provides analysts with direct root causes of problems, thereby reducing the time to find root causes by greater than 90%, and improving analysts’ productivity tremendously.

f. **Ongoing revenue stream protection**: Using RevenuePad’s advanced analytics & workflow engines operators are able to monitor their complete revenue chain on an on-going basis & drive issues quickly to closure.

g. **Rapid ROI**: With a flexible design, ROC Revenue Assurance can be easily adapted to different networks and product/service domains, allowing rapid program expansion, swift detection of issues, and accelerated return on investment (ROI).
Key Differentiators

**Ease of use**
With RevenuePad and Zen, users are visually guided to problem areas and root causes and are prompted to take corrective action. Users can also monitor various KPIs, metrics on a regular basis, thereby tracking RA performance and improving the same. Since ROC Revenue Assurance is mobile device enabled, users can gauge RA health, analyze key metrics and make business critical decisions while on the move.

**Increased Productivity**
Since Zen provides direct root causes of problems, it leads to almost 20 times improvement in analyst productivity. Also RevenuePad visually guides users to the problem areas requiring immediate attention and thus improves productivity.

**Rapid Implementation and Configuration**
Predefined Revenue Assurance Metrics enable rapid baselining of Revenue Assurance departmental practices and processes with “out-of-the-box” business rule templates, audits, KPI, reports, and dashboards. Powerful record and file integrity management, higher accuracy of incoming data is ensured.

**Right Information to Right People**
ROC Revenue Assurance provides unified customer view which helps to avoid calls to the same customer by different departments and hence increases customer satisfaction. It displays multi-issue customers and values and allows resolution prioritization by bill cycle. Its SLA-Driven Workflow Management captures leakage cases in a structured workflow, facilitating the historical mapping of Revenue Assurance department growth.

**Low Total Cost of Ownership**
ROC Revenue Assurance allows customers to freely evolve their system and their Revenue Assurance practice at will. They can grow at their own pace as there is no dependence on IT or vendor support. Configuring new or existing processes, adding new data resources, can be easily done without reaching out to the IT teams.

**Faster time to resolution**
All dimensional data can be added by a simple radio-button click. Data is accurate and does not have to be “frozen” before importing. This ensures greater accuracy of data. Also, ROC Revenue Assurance uses real-time data in memory. Hence, the issues are current and not out-dated, providing a current view of revenue status.

“As a growing operator it is extremely important that we reduce leakage so that we can continue to offer new products and services to our customers. Subex’s revenue assurance and fraud management systems will allow us to do this effectively.”

Cell C’s Chief Risk Manager & Internal Auditor
### Reliance Communications

**The Operator**
Reliance Communications is India's leading integrated telecommunication company with over 150 million customers. The business encompasses a complete range of telecom services covering mobile and fixed line telephony. It includes broadband, national and international long distance services and data services along with an exhaustive range of value-added services and applications.

**The Requirement**
RCOM had a fast expanding subscriber base which led to complexities in tracking leakages. The RA department did not have a clear view of network operational efficiencies as most of the information was extrapolated from various sources. Analysts were unable to quantify issues on daily basis. RCOM also faced challenges in accurately reconciling voucher information.

**The Solution**
With ROC Revenue Assurance, CSP was able to automate most of the tasks that the Revenue Assurance analysts used to perform manually. Data matching capabilities helped RCOM immensely for subscription assurance, as analysts were able to get a comprehensive listing of missing information by source, by looking at a single screen which contained the results of record level reconciliations between the billing and provisioning systems. Customized dashboards helped the operator to see at a glance the overall health of the network.

**The Benefits**
The CSP’s Revenue Assurance department underwent a radical change after the introduction of ROC Revenue Assurance into their core processes. Automation of Revenue Assurance processes improved the overall operational efficiency. Unique root cause analysis enabled the close loop approach of Monitor, Analyze & Correct. A strong process flow for reconciliation was introduced and substantial savings were recorded through real-time KPI tracking.

### Starcomms

**The Operator**
Starcomms Nigeria is one of the leading telecommunications operator and leading “triple-play” provider in Nigeria and is listed on Nigerian Stock Exchange since 2008. Starcomms commenced operations in 1989 with a customer base of less than 2,000, the network has since crossed over 3.2 million subscribers; making it the 4th largest telecommunications operator and largest CDMA 3G Mobile network in the country.

**The Requirement**
Starcomms wanted to make sure that the data generated by prepaid and postpaid subscribers is correctly processed by IN and Retail billing systems respectively. Dependence on the IT team resulted in scalability issues. Their RA infrastructure was limited and the quality of data reported was not credible. Hence they needed some processes and procedures in place to make sure that they can monitor and prevent the revenue leakage.

**The Solution**
Subex’s ROC Revenue Assurance provided a comprehensive coverage of end to end revenue assurance for usage and subscription assurance covering Revenue Assurance analysis of the complete end-to-end value chain, from switch to billing. The solution helped Starcomms in supporting retail and wholesale billing integrity through reconciliations, trending, monitoring of KPIs and general reporting of specific data control points.

**The Benefits**
ROC Revenue Assurance at Starcomms is not merely an RA success alone. It has also been an operational success in the sense that it has helped Starcomms in understanding where they stand and in sketching their plan for the way ahead. ROC Revenue Assurance has helped them in maturing as an operator by laying down the RA processes. ROI was realized within the 1st month of Go-Live of project.
Revenue Assurance Automation

The Key to Growth and Profitability

How ROC Revenue Assurance can help - it simplifies RA with two path breaking concepts - RevenuePad and Zen

Typical Scenario

30 Hours
Time Consuming Process

Mountain of Data
Root Cause

Zen is a virtual analyst which analyzes millions of discrepancy records & presents the possible reasons for discrepancies to the analyst

Solution - Zen
Industry’s first Virtual Analyst for Revenue Assurance

30 Minutes
Improvement In Time Saving

Revenue Pad allows operators to monitor enterprise wide Revenue Assurance operations through a single screen.

Why operators choose ROC Revenue Assurance

- Faster Root Cause Investigation
- Exposure of Hard-to-Detect Leaks
- Ongoing Revenue Stream Protection
- Higher Analyst Productivity
- Rapid ROI

What ROC Revenue Assurance can do for operators

Tier 1 European operator Success Story

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Leakage as a percentage of revenue

- Africa & Middle East
  - Up to 1% of revenue: 32%
  - Between 1-10% of revenue: 18%
  - Greater than 10% of revenue: 50%
- Asia Pacific
  - Up to 1% of revenue: 15%
  - Between 1-10% of revenue: 10%
  - Greater than 10% of revenue: 75%
- Europe & Americas
  - Up to 1% of revenue: 15%
  - Between 1-10% of revenue: 15%
  - Greater than 10% of revenue: 66%

Percentage of leakage identified

- 41% of operators fail to identify more than half of total leakage
- 60%
- 19%
- 9%
- 13%

Challenges in Revenue Assurance

- Enormous Volumes Of Data
- Increasing Complexity
- Scattered Knowledge

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

The company pioneered the concept of a Revenue Operations Centre (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, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement. Subex also offers a scalable Managed Services program with 30+ customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award for 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

Subex’s customers include 29 of top 50 operators* and 33 of the world’s 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2013
#forbes’ Global 2000 list, 2013