

TURNING NETWORK DATA INTO VALUABLE BUSINESS INFORMATION

## BILLING MEDIATION

### BUSINESS CHALLENGE

Increasing competition in the telecom market is putting CSPs (Communications Service Providers) at risk of major decreases in profit. To remain competitive and prevent churn, they need new ways of creating service differentiation and strengthening customer loyalty. To provide targeted services, enable personalized billing, and deliver high quality customer experience, CSPs

need a clear view of and unhindered access to network service information. CSPs need to make sure they have a complete picture of what services customers use — including how they use them as well as when and where. CSPs are therefore looking for a way to gather data from multiple siloed environments and aggregate it in a centralized repository for processing in a flexible, synchro-

nized manner. CSPs also need to derive maximum value from the raw data they obtain by converting it into meaningful business information. They have two good reasons for doing so.

First, technological convergence has turned traditional voice, video, and data services (that were easy to single out, rate, and charge for) into all-IP, which adds complexity to the billing process. End users want a clear picture of what they are being charged for. To provide this picture, CSPs need the ability to

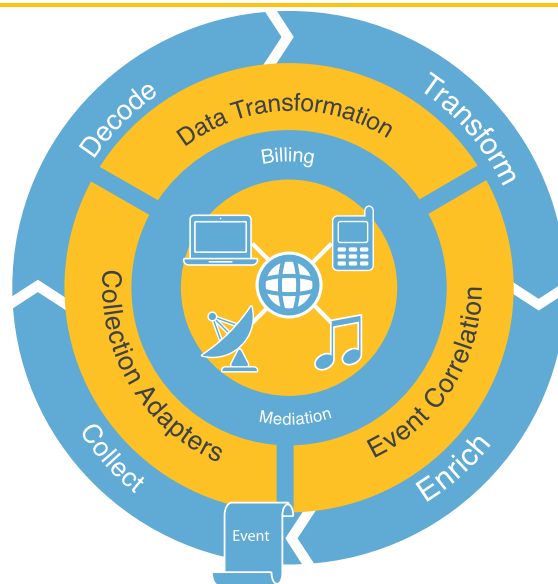
divide each service into meaningful pieces that can be rated and charged for separately. They also need the ability to aggregate, correlate, and divide events in the way end users prefer to see them in the bill. Second, CSPs are looking for new opportunities to increase profit margins and add personalization to customers' day-to-day experience. Converting raw data into business

information (with all the what, where, when, and how details) is therefore crucial for obtaining a better understanding of customer service usage preferences.

To achieve the above, CSPs need a convergent mediation solution that will give them a single view of previously scattered network data, turn it into a valuable source of knowledge, and let them use it to their benefit as well as

the benefit of their customers. NetCracker's Billing Mediation is part of Revenue Management, which is included in our Telecom Operations and Management Solutions (TOMS) Suite, and pre-integrates with Customer Order Management, Customer Self-Service, and Customer Billing Management. Billing Mediation provides extensive capabilities for transforming billing events into valuable information that in turn enables CSPs to improve revenues and deliver unsurpassed customer experience.

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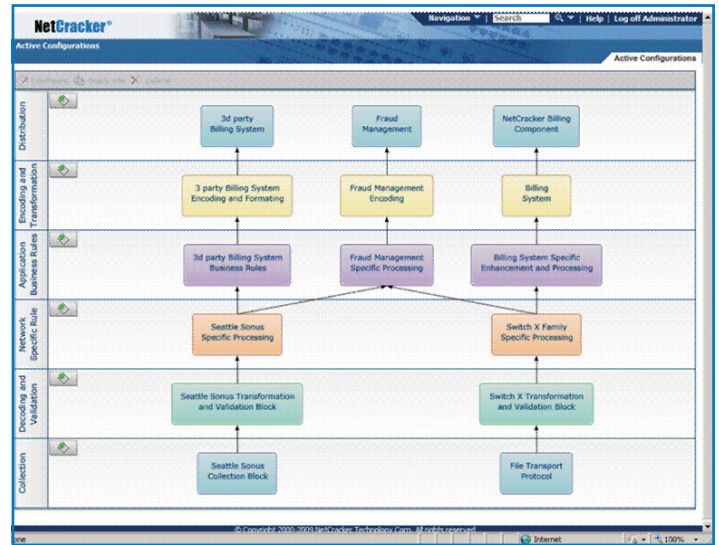
# DETAILS

NetCracker's Billing Mediation enables CSPs to collect, transform, and correlate billing events in multi-service, multi-network environments, while providing flexibility and configurability for customer-centric billing data mediation.

The high scalability of Billing Mediation allows millions of events to be processed and aggregated into a single source every day, thus avoiding the complexity of multi-host environments and eliminating the need for several separate mediation platforms.

Billing Mediation is an integral part of the NetCracker Billing Solution that also comprises Rating & Charging and Customer Billing Management.

NetCracker's Billing Mediation includes Event Collection, Data Transformation, and Correlation Engine:



## EVENT COLLECTION

**Event Collection** allows CSPs to extract, collect, and decode event information from multiple networks and sources. It enables seamless integration with third-party mediation platforms and allows the collection process to be streamlined to best meet specific requirements:

- Collection of network information through different channels
- Verification and decoding of network information
- Event collection scheduling (real-time, on-demand, and event-driven)

## DATA TRANSFORMATION

**Data Transformation** enables CSPs to turn heterogeneous event data, collected from multiple sources, into valuable events and a single format. It allows CSPs to custom configure data transformation and track the transformation process via user-friendly visualization tools:

- Data validation and extraction
- Transformation of network information into billable records
- Event enrichment
- Transformation flexibility and rule-based process configuration
- UI for facilitated data transformation

## CORRELATION ENGINE

**Correlation Engine** helps to determine the relationships between different events and their measurable constituents and provides business rules for grouping events into meaningful entities that can further be rated and charged for:

- Aggregation of related events based on business rules
- Event correlation and division
- Ensured event data integrity through advanced control capabilities
- Configurable GUI for real-time monitoring, control, and diagnosis

# BENEFITS

**NetCracker's Billing Mediation provides the following benefits to CSPs:**

- Converged calculation of billing events for any services, vendors, and business lines
- Detailed service representation for improved revenues and personalized customer experience
- High configurability for event collection and transformation on an as-needed (versus as-designed) basis
- High scalability for facilitated event processing in multi-service and multi-network environments
- High flexibility for reduced time to market and time to cash