



Perception BI Develops Telecoms Industry Solution for Revenue Assurance

"Perception BI has developed a series of reporting models which answer key questions for one of the largest Mobile Telecommunications Companies in the world. As a result, we have successfully produced an essential industry solution."

Managing Director

Company Background

Our client is one of the world's largest Telecommunications providers, combining mobile, landline and Internet services. The UK business accounts for almost one third of the UK mobile phone market, both directly and through commercial agreements with a number of Mobile Virtual Network Operators (MVNOs).

Need: Ensure that the call records provided by MVNOs matches internal records. Data is provided in various formats and requires full reconciliation. Also, monitoring data for Artificially Inflated Traffic (AIT) – possible system errors or fraud.

Mobile Virtual Network Operators account for 7% of the total monthly voice traffic and 1.5% of data volume for this operator.

Data is provided in multiple formats, from simple comma delimited spreadsheets to complex database files.

The operator's own data sits in various systems, depending upon the type of traffic (voice or data).

Voice Traffic

Data relating to voice traffic is often significant in volume.

For key MVNOs, these reports are produced hourly and can contain hundreds of thousands of calls.

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Quick Facts

Industry:

Telecommunications

Needs:

To develop a number of reporting mechanisms to automate delivery of KPI and benchmarking reports.

To automate key revenue assurance reports, which can detect fraud and protect profits.

Solution:

KPI Dashboard and Reporting Tool, connecting to multiple, disparate data sources.

Key Benefits:

- General Expenses Monitoring Tool
- Automated reporting model to produce formatted benchmarking data
- Revenue Assurance monitoring
- Improved Third Party Mobile Operator Feedback

It is impossible to compare this data manually, so for a period of time, this operator was not completing this analysis.

Data Traffic

SMS and Data is reported by MVNOs in a similar way to voice traffic.

The operator's own systems have a totally different output, making the reconciliation very difficult.

Many of the SMS platforms are running on a revenue-share basis, i.e. take a % of revenue which is generated by the operator. These include competitions and mobile games.

As a result, it is vital that the reporting process is accurate and timely, since contractual time limits exist on reporting activity.

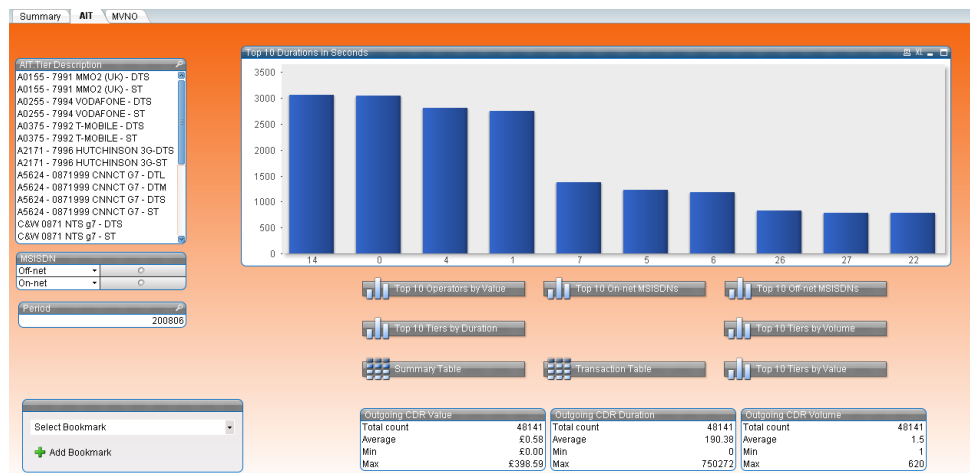
Revenue Assurance – Artificially Inflated Traffic

When providing call data, it is possible that MVNOs will report call data which has come from certain, known numbers which are, for instance, stolen.

In addition, it is also possible that MVNOs may report traffic, either through system error or deliberately, which suggests a much higher volume than actually occurred, in order to increase revenue.

In a robust revenue assurance solution, these differences would be easily identifiable, since the calls being reported will not appear on the operator's internal systems.

Very often, Artificially Inflated Traffic will occur in identifiable patterns, for instance the same call duration or value



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Solution: A Perception BI Project

Our client agreed to undertake an initial 10 day pilot with Perception BI.

A key reason for choosing Perception BI was our ability to address key questions relating to revenue assurance in a very short timescale.

Our Solutions Architect initially developed a dashboard to monitor KPIs relating to the Cost and Revenue activity of MVNOs. This analysis is usually done using a pivot table in Excel.

Having identified the top performing MVNO, our Developer built the first model to compare data provided by the top MVNO against the operator's records.

A full reconciliation of data for 1 month was produced within 2 hours.

The overall project, lasting 50 days, connected all MVNO data to the operator's platform data and provided a full reconciliation.

The solution also monitors data to check for Artificially Inflated Traffic patterns, as well as providing a quick tool to search for numbers which have been reported stolen.

Key Benefits: Time efficiency, cost savings and overall control of Revenue Assurance and reconciliation

Perception BI has delivered massive *savings in cost and time*, reducing the time taken to deliver the primarily manual reporting tasks from almost 50 hours per week to just 4 hours per week.

Perception BI has also *improved overall control* over the data being used. This includes actually being able to conduct data reconciliation, which had previously been impossible due to the sheer volume of data being handled.

Vitality, the solution allows for patterns of data to be viewed, and easy identification of Artificially Inflated Traffic. This *early identification* of system error or fraud means that no invoices are paid which have not been fully verified.

This solution identified £34,000 of suspicious revenue in the first month.

The Complete Picture: Training and Development

As part of the overall project, Perception BI trained two key resources to develop and maintain the reporting models.

Development of this solution continues internally as new MVNOs are introduced.

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