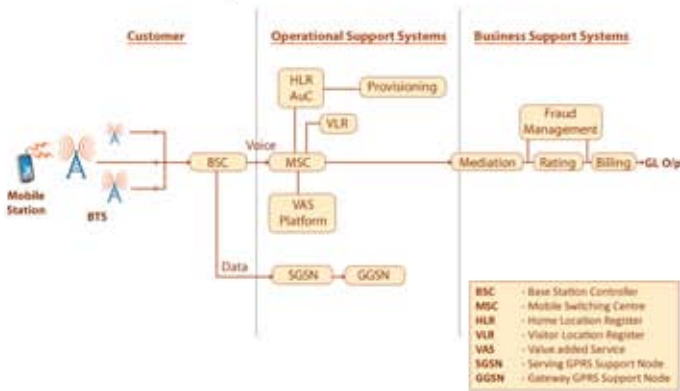




# Microsoft BI Solution

Business Performance Management  
with ONE truly integrated solution

## Telco Landscape



## Typical Telco Challenges

- What will my **revenues** be next year?
- Who are my **most** and **least profitable** customers?
- Can I get a **measure of effectiveness** of the marketing campaign I plan to launch?
- Which of my customers are planning to **churn** out?
- What is the impact of my new **pricing** strategies?
- What is the **profit potential** of the new product I intend to launch?
- Where is my **revenue leaking**?
- What are the **buying patterns** of my customers?

Squeezing out meaningful information across varied sources of data is a herculean task in itself. To answer the above questions what Telcos need is a simple, cost effective solution that brings disparate information into a single viewpoint.

## What is Business Intelligence?

Business Intelligence is a means of converting raw data into intelligent information.

Raw Data is information in the form of plain facts or figures which fail to communicate a deeper meaning and hence call for action. Intelligent information is a superset of such raw data from various sources of data in an enterprise, put together in a form which enables quick and accurate decision making.

An enterprise with its business processes based on such Intelligent Information can disrupt its competitor's moves, strategize a sustainable competitive edge, tap into new customer bases, retain existing customer bases, increase operational efficiencies and be better prepared for the future.

## Packaged Solutions for Telcos



Telcos can opt for packaged BI solutions such as Customer Analytics, Product Management, Financial, and Cost Management targeted towards addressing typical telecom challenges. These solutions have the ability to identify patterns, exceptions and trends that are not readily available from conventional analytics. Usage records, billing data, payment files, call center records and other customer experience data can be easily monitored and analyzed.

# Microsoft BI Solution

Business Performance Management  
with ONE truly integrated solution

Microsoft



## Our Telco experience

We have an in-depth knowledge and expertise in the telecom vertical to be able to offer End-to-End ownership of Business. Processes for Telecom Services Providers (TSPs). We also offer a comprehensive range of services to Telecom Equipment Manufacturers (TEMs) across both current as well as Next Generation Technologies. We believe that our value proposition is compelling not only in terms of standard off-shore delivery advantages, but more so the understanding of telecom operations that we bring to the table.

## Our BI experience

- ◆ We have BI service offerings since 1997.
- ◆ 600+ Person-Years of work in BI for multiple customers.
- ◆ Dedicated Microsoft BI practice.
- ◆ Skilled resources implementing solutions using Microsoft BI stack.
- ◆ End to End ownership- Consulting, Architecting, Building and Solution Management.

## What is EC?

Enterprise Cube (EC) is a solution that helps Telcos to bring their disparate information together. Its is flexible, easy to use Business Intelligence solution that provides deep insight into existing processes and customer behaviors and that helps Telcos to identify their most profitable services as well as services that have the lowest ROI. EC comprises of the following modules:

**Customer Segmentation** - Customer segmentation is a process that divides customers into smaller groups called segments, so that you can reduce unproductive segments and focus on profitable segments.

**Customer Profitability** - Increased value add services does delight the customer , but it often leads to declining profits as the prices and volumes purchased does not increase along with customer delight and loyalty. Only a handful of a company's customers are actually profitable. Customer profitability in telecom industry is important because millions of customers are involved and even a marginal improvement of 3% -6% will have a tremendous impact on revenue.

**Revenue Management** - Even though your revenues are being generated and recorded, there are loopholes in processes and operational policies that lead to revenue leakage. Revenue Management is the work effort to ensure that a service provider's processes, practices, and procedures maximize revenues via completely and accurately bill customers and partners (in accordance with their service agreement).

**Churn Management** - Churn is a measure of Customer Attrition. Churn rate, Churn Analysis and Churn prediction are the key measures to track and control churn. Telcos are trying hard to reduce this number.

## Why move to EC at all?

- ◆ EC Solution can provide immediate real time analysis and visibility into most & least profitable Customers.
- ◆ Built on familiar Microsoft technology, the solution supports a low total cost of ownership.
- ◆ Focus your marketing campaigns to maximize investments and predict buying patterns.
- ◆ Receive up to date key performance indicators on business performance around customer churn and customer satisfaction directly on your mobile device.
- ◆ Ready to go in production environment under 16 weeks at a fixed price.
- ◆ KPIs built around Telemanagement Forum (TMF) standards.
- ◆ Provides data models that help providers comply with regulations.
- ◆ Addresses the long-term needs of the telecommunications industry.

## Contact us:

To know how Our BI Practice can help your organization please write to: [sales@entcube.com](mailto:sales@entcube.com)

