

# Case Study



## Launching VoIP would bring additional revenues while it magnifies the complexity of billing

### Challenges

- Managing Termination partners
- Service Bundling
- Rating of multiple call types
- On the fly tariff changes
- Payment collections
- Automating activation and deactivation
- Prepaid top ups

### ROI

- Reduce revenue leakage through interconnect
- Right service bundling
- Collection efficiency
- Better customer service

### Service Bundling

- Monthly, Perpetual and annual plans
- Free minutes
- Monthly fixed rentals
- Change plans
- Credit Limit

### Interconnect

- Agreements
- Settlements
- Reconciliation
- Partner payments

### Rating

- WTN Guide
- Unlimited rate plans
- Peak Off-peak
- Local, International, Mobile, group calls

### Selfcare

- Online Payments
- Usage statistics
- Change Password
- Change plan
- Register Complaints

### Softswitch integrations:

- Cedarpoint
- Redwood
- Portaone
- 4psa

### Challenges

Broadband Operators are launching additional services such as VoIP, Bandwidth on demand to increase the average revenue per subscriber. We have seen our own broadband customers launching these services along with their existing services such as video and data. While it is a good way to improve revenues, it brings in new billing and settlement challenges. So what are the challenges of billing VoIP services? Managing termination partners (interconnect), Billing reconciliation, Rating of multiple call types, service bundling, Changing tariffs on the fly, Setting up different tariff groups, Configuring discount schemes, promotions, peak & off-peak tariff, Payment collections etc. Also allowing subscribers to change their service plan, top-up prepaid balance.

Read further to know how we have handled these challenges for our customers

### Managing Termination partners

We have worked with operators having several call terminating partners and ones having agreement with just one partner. One of our customer has grown from just having 3 partners to more than 10 partners today. We are doing reconciliation of billing records at the end of the month to help them verify the payment they have to make to their partners. Also our solution is verifying and re-rating over a million CDRs in a month

INTERCONNECT DETAILS										
Print Date : 5/21/2009										
GCA SIP * from 2/1/2009 to 2/28/2009										
CALLING_NO	CALLED_NO	TYPE	START_TIME	STOP_TIME	UNITS	PRICE	DUR_SEC	Amount		
GCA SIP										
410266	0012127773456	Peak	20/02/2009	20/02/2009	1	0.00853	8	0.01		
414243	0012127773456	Peak	20/02/2009	20/02/2009	1	0.00853	3	0.01		
410266	0012123151374	Peak	20/02/2009	20/02/2009	1	0.00853	20	0.01		
410266	0012123151374	Peak	20/02/2009	20/02/2009	1	0.00853	5	0.01		
410266	0013037050107	Peak	20/02/2009	20/02/2009	1	0.00853	5	0.01		
420372	0013037050107	Peak	20/02/2009	20/02/2009	1	0.00853	7	0.01		
					<b>6</b>		<b>49</b>	<b>0.05</b>		
Versatel										
418025	0097336504146	OffPeak	01/02/2009	01/02/2009	36	0.09231	2121	3.32		
410677	0026339262872	OffPeak	01/02/2009	01/02/2009	20	0.04335	1182	0.87		
419470	0097339190824	OffPeak	01/02/2009	01/02/2009	18	0.09231	1073	1.86		
420744	0033678846852	OffPeak	01/02/2009	01/02/2009	14	0.07202	819	1.01		
420744	0033678846852	OffPeak	01/02/2009	01/02/2009	13	0.07202	724	0.94		
412454	00213550526391	OffPeak	01/02/2009	01/02/2009	1	0.06115	25	0.06		
420450	000261332034180	OffPeak	01/02/2009	01/02/2009	5	0.11927	256	0.60		
410840	00261330805647	OffPeak	01/02/2009	01/02/2009	5	0.11927	244	0.60		
410365	0097317639272	OffPeak	01/02/2009	01/02/2009	3	0.09231	178	0.28		
413459	00919428418926	OffPeak	01/02/2009	01/02/2009	1	0.05368	36	0.09		
413459	00919826522516	OffPeak	01/02/2009	01/02/2009	2	0.09231	71	0.18		
420426	0079112263787	OffPeak	01/02/2009	01/02/2009	1	0.02699	47	0.03		
412454	00213550526391	OffPeak	01/02/2009	01/02/2009	1	0.06115	3	0.06		
412454	0021329725853	OffPeak	01/02/2009	01/02/2009	1	0.06115	7	0.06		

## Case Study



### Innovative Service Bundling & Rating

Innovative service bundles have been built with flexible tariff / rate plans. Free minutes, different pulse rates, toll free numbers, long distance call, mobile calls, local calls etc can be bundled and rated. As an example our customers have created peak, off-peak promotions and special tariff during Christmas. Our solution interfaces with the softswitch to collect CDRs and apply rates for accurate billing.

### Service provisioning

Service activation is automated through MQSubscribe by interfacing with softswitch. Subscribers are allocated telephone numbers which are provisioned in the softswitch automatically. Whenever subscriber does not pay bills, the service can be either put on hold or disconnected.

### VoIP Customers

Leading broadband operators and triple play operators have deployed our solution for billing VoIP, along with other services. Intelvision, Beam Cable Systems are some of the key customers in this space.

### Subscriber Selfcare

Through selfcare, operators could reduce the load on their customer care teams. Subscribers can login and view their usage, the number of calls made and pay bills online. They can also opt to chose the ideal package that suits their usage.

### Subscriber call usage

The screenshot shows the MQSubscribe web interface. At the top, there are navigation links: Home, Subscriber Info, Orders, Logistics, Billing, Receivables, Accounts, Customer Care, Provisioning, Jobs. Below this is a search bar for Smart Card No., Agreement No., and Account No. (2155). The subscriber name is SALLY ANNE COPELAND and the firm date is 01/02/2009. The interface displays a table with call usage details.

Current	Previous	List	Export	500	Package/PrePaid Plan (Service Type)			
				Credit limit	Consumed Units	Available Balance	Intel Voice 10 (VOIP)	
				0	500			
Preselement Details								
Call Type	Source	Destination	Start Time	End Time	Duration	Units	Rateable Units	Billing Status
Calls to Other Networks	420082	601153	24/03/2009 11:39	24/03/2009 11:39	21	1	0.6	Unbilled
Calls to Other Networks	420082	376633	23/03/2009 11:57	23/03/2009 12:02	329	2	1.2	Unbilled
Calls to Mobiles	420082	541583	23/03/2009 11:38	20/03/2009 11:38	9	1	1	Unbilled
Calls to Mobiles	420082	541583	23/03/2009 11:37	20/03/2009 11:37	21	1	1	Unbilled
Calls International	420082	00447031703779	23/03/2009 13:40	20/03/2009 13:53	638	103	71.07	Unbilled
Calls to Other Networks	420082	247650	13/03/2009 09:01	19/03/2009 09:02	24	1	0.6	Unbilled
Calls to Mobiles	420082	575211	13/03/2009 05:04	16/03/2009 08:05	82	2	2	Unbilled
Calls to Mobiles	420082	760441	13/03/2009 03:03	16/03/2009 08:04	66	2	2	Unbilled
Calls to Other Networks	420082	376633	13/03/2009 05:43	16/03/2009 06:33	930	5	3.6	Unbilled
Calls to Other Networks	420082	601153	11/03/2009 17:00	11/03/2009 10:01	75	1	0.6	Unbilled
Calls to Other Networks	420082	601153	13/03/2009 13:54	10/03/2009 10:55	108	1	0.6	Unbilled
Calls to Other Networks	420082	601153	17/03/2009 17:34	10/03/2009 10:33	244	2	1.2	Unbilled
Calls to Other Networks	420082	225449	13/03/2009 13:32	10/03/2009 10:34	82	1	0.6	Unbilled
Calls to Other Networks	420082	247650	07/03/2009 05:39	07/03/2009 05:39	19	1	0.6	Unbilled
Calls to Other Networks	420082	601153	05/03/2009 05:28	06/03/2009 06:23	80	1	0.6	Unbilled

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