



## ROC® Revenue Assurance

### Introduction

ROC Revenue Assurance is a first-of-its-kind, complete Revenue Assurance solution, designed to tackle critical revenue assurance challenges across the entire revenue chain. It offers a set of pre-configured solution templates to address Revenue Assurance challenges inherent to individual service verticals – Wireless, Fixed, and Cable MSPs & MVNOs. These solution templates address revenue assurance issues across multiple functional areas such as service fulfillment, usage integrity, retail billing, interconnect/wholesale billing and content settlement. Each solution template is ready-to-use and includes:

- Set of appropriate health checks to monitor
- Control points & interfaces to extract data
- Reports & dashboards to present results, and
- Workflow to monitor, action & close cases

Using these solution templates, operators can dramatically reduce the time required to implement or extend the coverage of their Revenue Assurance practice. Moreover, operators can easily reconfigure or remodel existing templates to accommodate changing business requirements.

### Business benefits

#### Capture revenue and eliminate loss

It is vital that operators, having identified leaking revenue, can take steps to recover and collect this revenue. ROC Revenue Assurance enables operators to capture otherwise unbilled revenue by helping to re-process dropped xDRs within the billing cycle. It allows the rapid closure of the operational loop by:

- monitoring of strategic objectives through health checks
- investigating the causes of leakage
- implementing a comprehensive workflow to track cases to closure, and finally
- preventing recurrence by updating systems & processes

#### Launch profitable products and services

ROC Revenue Assurance can integrate with test-call engine which enables operators to quickly test new services to identify areas of potential leakage and counter the problem before formally launching the service. The efficient scenario builder helps model an operator's business environment generates test calls to model likely traffic patterns and analyzes results to identify points of leakage. This pro-active Revenue Assurance practice thus ensures that benefits of new services are not lost to the spectre of leaking revenue.

#### Optimize existing investment and assets

In order to accommodate growth, operators often invest in expensive new infrastructure when they could have easily redeployed existing, unutilized assets. Absence of a holistic view on the current status of all assets is usually the cause of such sub-optimal investment decisions. ROC Revenue Assurance helps ensure that all assets are accounted for and fully utilized. Alerts are generated identifying assets that are currently used but not billed or assets that are available but not provisioned. Acting on such alerts help operators to re-deploy stranded assets and greatly improve the return on capital investment.

## Slash total cost of ownership

Operators end up spending many times their original investment in customizing inflexible Revenue Assurance solutions to meet changing needs. ROC Revenue Assurance's intuitive GUI helps slash customization costs by allowing operators to quickly and reliably configure/modify Revenue Assurance control points to reflect evolving business processes. ROC Revenue Assurance's rule-based components coupled with a powerful visual platform enormously increase in-house staff productivity while reducing dependence and costs incurred on hiring external consultants.

## Accelerate decision-making and time-to-market

ROC Revenue Assurance's well-articulated performance dashboard delivers end-to-end visibility of the revenue chain's health in near-real time. With multi-dimensional views that are easily configurable, ROC Revenue Assurance presents

operational metrics and helps predict imminent problems, assess deviations and flag stresses. Improved visibility and intelligence give operators the confidence to rapidly launch next generation services critical to revenue growth and to staying competitive.

## Faster root cause investigation without dependency on IT with DICE

ROC Revenue Assurance's Dynamic Intuitive Cube Engine (DICE) enables comprehensive leakage investigation at various levels by providing dynamic views of the Revenue Assurance universe. DICE helps in analyzing issues in minutes rather than hours. It helps slice and dice the data without limits. Measures like date, country, call type, record type, service type, subscriber type can be analyzed and compared at any granularity. With its graphical, interrogative analytics and minimal learning curve, DICE accelerates case investigation while reducing dependency on IT.

## About Subex

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex 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 Center (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 2014 along with Telstra Global; in 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, 2014

Subex Limited	Subex Inc.	Subex (UK) Ltd.	Subex (Asia Pacific) Pte. Ltd.
RMZ Ecoworld, Devarabisanahalli, Outer Ring Road, Bangalore - 560037 India	12101 Airport Way, Suite 390 Broomfield, Colorado 80021 USA	1st Floor, Rama, 17 St Ann's Road, Harrow, Middlesex, HA1 1JU	175A, Bencoolen Street #08-03 Burlington Square, Singapore 189650
Phone: +91 80 6659 8700 Fax: +91 80 6696 3333	Phone: +1 303 301 6200 Fax: +1 303 301 6201	Tel : +44 0207 8265300 Fax : +44 0207 82653527	Phone: +65 6338 1218 Fax: +65 6338 1216

## Regional offices:

Dubai

Ipswich

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