

# Telecommunications Revenue Assurance Positioning Paper

## Revenue Assurance & Margin Protection – key business improvement for Telecommunications

Some sources estimate that globally, up to \$137 Billion is being lost by Telecoms Service Providers through sloppy processes and a lack of focussed investment <sup>(1)</sup>. Even conservative estimates put the losses at approximately 14% of gross revenues through unidentified or unresolved leakage across the service value chain <sup>(2)</sup>, while in the more mature market within Western Europe, revenue leakage is still running at 7.6% <sup>(3)</sup>. And with the rapid move in the market towards ever more integrated Voice, Data and Content propositions, together with the latest wave of consolidations and mergers, these problems are only going to intensify <sup>(4)</sup>.

**Acuma's solutions for Telco Revenue Assurance & Margin Protection** deliver real value by targeting possible sources of revenue and margin leakage chain and provide business management with the necessary insight to ensure that issues are identified, actioned and resolved. Acuma deliver an integrated approach to analysing, optimising and processing the tracking and recovery of all revenue and margin elements of the telecommunications value chain including:

- Order Handling, Connection and Provisioning Audit;
- Call Mediation Validation;
- Rating and Billing Accuracy Tracking;
- Wholesale Tariff and Interconnect costs reconciliations;
- VAT Charges reconciliation; Revenue and Margin Reporting.

Our RA&MP solutions can be further enhanced by integrating with Credit Control and Debtor management components covering: Customer Payments & Debt controls; Credit Check modelling; Barring Event analysis; Collections; Enhanced Customer Credit & refund controls.

## Typical Benefits Profiles <sup>(5)</sup>

- 6% improvement in Gross Margin through customer base reconciliations, interconnect/wholesale charge reductions, VAT clawbacks, tariff setup anomalies, CDR mediation resolutions, billing integrity, bundling errors
- 15% reduction in Bad Debt through changed Credit Profiles, amendments to contract offers vs risk, improved barring management, targeted debt recovery paths

Acuma offer a range of business-focussed solutions to our telecommunications customers that can be delivered either as part of a strategic programme or as individual point solutions. Our breadth of skills in all areas of Enterprise Information Management and consulting expertise within the Telecommunications sector enables us to work with our customers to target and exploit benefit opportunities and add value in key areas of your Business Operations. Organisations implementing Acuma solutions across multiple business functions will benefit from:

- Auditable, in-depth visibility of actionable information throughout the business.
- Improved consistency of business understanding through common, conformed definitions.
- Insight into complex cross-departmental relationships and business issues.
- Increased revenue, lower costs, and better business results.
- A sustainable capability built on best practice.

(1) Lightreading.com, December 2003; (2) Chorleywood Consulting and Deloitte & Touche, 2003; (3) Lightreading.com, December 2003; (4) Data Resources, 2005  
(5) Acuma's own estimates based on typical experience on projects: calculation based on an average customer bill of £25 per month, with Gross Margins of 20%.

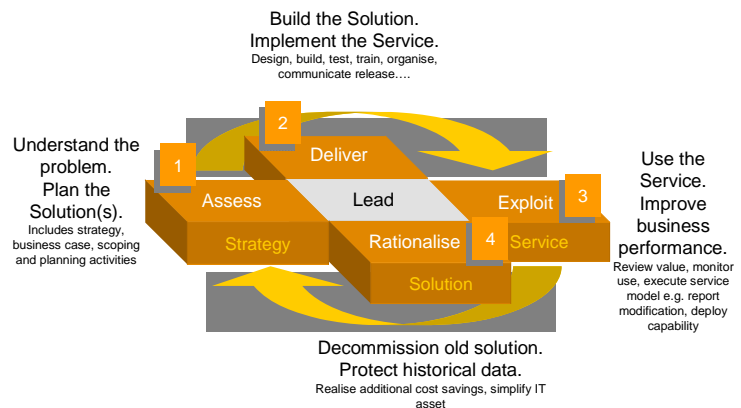
## Acuma IVM – A proven approach to delivering insight and action for a single function, multiple functions, or across the enterprise

While the strategic focus of Telecoms companies is traditionally focussed on managing the processes and infrastructure of the Operations Support Systems that enable core network provision and delivery of telecommunications services to the end customer, a significant difference to the overall top and bottom line performance of the company can be made by tracking and resolving issues within the various Business Support Systems layers (BSS). This area is often overlooked by Telecoms operators, Managed Service Providers and Virtual Network operators.

Acuma understand that addressing the service value chain is vital to driving business benefit, and our Telecommunications solutions provide a capability that can grow with your business. Our approach enables you to deliver initial value within a single business function, with further incremental iterations of delivery deploying to other key areas of business operations such as:

- Pricing Analytics (Product and Tariff Management)
- Sales, Marketing and Customer Management
- Fraud detection & prevention
- Regulatory Compliance Assurance

All our solutions are underpinned by our proven Information Value Model (IVM) approach to ensure that not only is the technology and data architecture right for the business, but also that the analytics capability is integrated into the organisation and business processes. This ensures that the solution is sustainable, can be supported by IT and fully exploited by the business.



### How do I find out more?

Call Acuma on 0870 789 4321, or email [information@acuma.co.uk](mailto:information@acuma.co.uk)