

The Infozech Bulletin

A monthly Newsletter brought to you by Infozech

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editor's note

Friends,

This month the Infozech news bulletin talks about the company's successful inroads into the European market and Infozech's OEM agreement with Sun Microsystems India Pvt. Ltd.

The bulletin brings to you an analysis on a hot topic for service providers – Revenue Assurance and what Infozech has in store for telcos on this front.

In this issue, we also talk i-Voice - the new product in the Infozech product line that enables service providers to offer VoIP services and helps enterprises cut down their telecommunication costs.

We would like to thank you for your feedback to the August, 2005 Infozech Bulletin and look forward to your suggestions on how we can further improve its content and design.

Jatin Madan
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Sun's Java Enterprise System (JES) to be deployed across Infozech's product line

To enable customers to cut costs and complexity throughout the data center

Sun Microsystems India Pvt. Ltd. and Infozech recently signed an OEM agreement to allow the deployment of Sun's Java Enterprise System (JES) in Infozech's existing and future products.

Recognized for its revolutionary, subscription-based approach to infrastructure software, Sun's JES will help Infozech customers greatly reduce cost and complexity throughout the data center. Using the JES solution, Infozech will also cut the time-to-market for new

products, making available fresh offerings to users at competitive prices and within the shortest possible time.



Infozech, which shares a technology partnership with Sun Microsystems, achieved breakthrough performance with its i-Rater product on the Sun Solaris 10 platform

earlier this year.

"This OEM agreement further strengthens the relationship Infozech shares with Sun. While until now we

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news

Leading European MVNO selects Infozech solution

Infozech strengthened its presence in the European market by implementing a leading-edge content management, billing and VoIP solution for a reputed Mobile Virtual Network Operator (MVNO). The solution deployed for Tulip, will serve as a stepping stone for Infozech, to reach other well known telcos in the continent. The Infozech solution will power the large MVNO network being rolled out by Tulip. It will provide support to a pre-paid VoIP service being introduced for European customers, which will offer both IP and PSTN termination.

Infozech's solution is centered around a billing server and the i-Voice - SIP-based IP calling platform. The PSTN

gateway is being provided by Cisco. Using this integrated solution, Tulip subscribers will be able to either originate the call from the PSTN phone or a SIP soft phone. The call originating from the PSTN phone will terminate at the PSTN gateway, while the call originating from the SIP soft phone will terminate at the soft switch.

Infozech's i-Voice – SIP based IP calling platform - covers functionalities such as IP-to-IP termination, IP-to-PSTN routing and VAS. It also includes Radius based authentication. Infozech's flagship product eBill provides administration and rate management module with a complete customer database and has been integrated with the local MVNE system - for customer management, billing and accounting.

Infozech hosts "My China Number" service for China Voice Corporation

China Voice Corporation, a subsidiary of Call Gateway Corporation of the USA, has recently deployed a solution from Infozech that provides back-end support to its popular "My China Number" service.

My China number is a unique service, which allows US businesses targeting the growing China market to have virtual presence in that country at an affordable cost. It also helps Chinese – expatriates with associates in China and frequent business/Chinese travelers. Infozech provides a complete managed solution for the My China Number service including infrastructure and www.mychinanumber.com.

The service does not require an Internet connection, works on a regular telephone line and supports credit card and paypal payments. Infozech's flagship billing solution, eBill has been implemented to take care of these functions.





Telecom services providers the world over, have been slightly unmindful of revenue leakages, until recently! Time was when, owing to rapidly expanding revenues, these telcos had little concern for revenue leakages. The situation however is fast changing now! With reduced ARPU's and fierce competition taking over, substantial challenges face the service providers.

While no precise figures are available on how much revenue is leaking from the pockets of service providers, studies by business intelligence firms indicate that it could range anywhere between 3 to 15 percent of the annual revenue. Factors such as service type, carrier type and the revenue assurance maturity level, impact revenue leakages and these problems are spread over a multitude of procedures, processes and technical issues.

What is revenue Leakage?

Revenue leakage is the failure of the service provider to invoice for delivered service instances or transactions, leading to a loss of money that the customer owes. This is not a new concern and most service providers have been looking at revenue assurance over the past few years. Revenue leakages also occur through fraud, which is often stated to be the biggest source of revenue loss. .

The main source of revenue leakage, however, comes in the form of faulty call detail records (CDRs) and not fraud! There can be a number of reasons for CDRs getting lost or getting corrupted, leading to revenue leakage. In addition to CDR related problems, problems in processes like order management and provisioning can also cause revenue leakage.

The non-technical reason for revenue leakage is generally deliberate from the end customer's side and thus stated as fraud.

Fraud - In a broad definition, is a deliberate misrepresentation, which causes another person to suffer damages, usually monetary losses. Fraud in telecom networks has been a problem that has always

Infozech Speak

"It is interesting to see how priorities change in the telecom industry. One day it is 3G that everyone is focusing on and the next day it turns out to be IP infrastructure. However, one area that continues to be a common concern for virtually all service providers is revenue assurance. The business environment we are dealing with, is different from what it was a few years ago. In today's competitive scenario, even a small increase in revenue realization can make a world of a difference.

Over the past few years, Infozech has been helping its customers greatly reduce revenue leakages through its solutions in the pre-paid, post paid and carrier access settlement areas. We have been catering to these needs of service

providers with products such as iCAS (Inter Carrier Access Settlement Solution), i-Mediator (mediation tool), i-Rater (the world's fastest rule based rating engine) and eBill (a software that's capable of reporting anomalies in the normal billing procedures)."

Infozech is also working with TM Forum initiatives in this area.

**— Mr. Sanjeev Goel
Sr. Vice President
Product Management
and Technical Solutions**



affected the bottom line of service providers. Innovation is the hallmark of this stratum of fraudsters who can go to great extents to achieve their purpose. Telecom companies have been trying to fight fraud for a long time but the imaginative methods employed by fraudsters call for continuous improvements on the solutions deployed.

Telecommunication service providers are migrating from the circuit switched environment to the new businesses supported by IP technology. As market pressures force the operators to join the next generation services bandwagon, the fraudster waits to hitch a free ride. The issue of credibility in the market and amongst customers also looms in front of fraud susceptible operators as companies subjected to many frauds and intrusions are not likely to be popular among customers thus losing even more revenue.

What is Revenue assurance?

Revenue Assurance is the work effort to ensure that processes, practices, and procedures maximize revenues or at least check the leakage. Revenue assurance has been a hot topic for several years now and a great deal of time and resources have been spent trying to identify and stop revenue leakage. Despite this, service providers do not appear to be successfully tackling the problem.

Tools for Revenue Assurance

There are several approaches to combating revenue leakage. These approaches combine physical processes, automated systems and skilled people. The tools available in the market for revenue assurance can be broadly divided into the following three categories:

Reporting Tools: These tools are used to generate reports of various kinds that can be utilized to detect revenue leakage. To a certain extent, reporting tools can also help detect revenue leakage, but only when they have reports designed for this purpose. To a large extent, only a limited set of the network-related issues can be uncovered by these reports.

Testing Tools: Testing tools are designed to verify that a new service is correctly billed prior to launching the service on the network. These tools, while able to verify billing performance in a controlled trial environment, are insufficient to guarantee minimal revenue loss in a fully operational environment.

Analysis Tools: Analysis tools are interactive, and enhance and clarify the data visually while you point and click. Reporting tools are not interactive. They just show you a set of pre-defined reports, or generate a new report after you define the new output you want. It is much easier and faster using analysis tools to find revenue leakage.

What Infozech has in store

Infozech, a specialist in transaction processing management solutions

in the areas of telecom billing, rating and mediation, has also developed a wide range of products that provide revenue assurance for incumbent and Next Gen service providers. With its flagship product eBill and offerings such as the Inter Carrier Access Settlement software, Infozech is offering customers an array of solutions that arm them with the ability to manage the revenue leakage.

With eBill for instance, Infozech is providing event handlers that can currently take care of eighteen events. These event handlers are reporting tools that can be scheduled at pre-defined intervals by the administrator and can take care of the following functions:

- Credit Card expiry
- Sudden rise in invalid CDRs
- Frequent change in customer information
- Abnormal increase in complaints of a particular service
- No invoice generation for a billing cycle of a customer

With iCAS, meanwhile, Infozech is providing international carriers and service providers, a tool to manage their charging, billing



and reconciliation needs, necessary for revenue assurance. ICAS also provides an auditing tool to wholesale telecom businesses that also enables revenue assurance.

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have been focusing on demonstrating the scalability, high performance and economies of scale offered by our solutions on the Sun platform, we will now be embedding Sun technology in our products. This will spell significant benefits for both Sun and Infozech customers,” informed Mr. Ankur Lal, CEO, Infozech Software.

“The JES will enable our offerings to become affordable, simple, predictable and flexible. Users will also no longer have to deal with multiple technologies from multiple vendors,” Mr. Lal added.

With this partnership, Infozech aims to provide its customers more value for the same transaction by offering easy and convenient access and lower “Total cost of Ownership” (TCO) besides overcoming the complexities of dealing with multiple vendors.

Voice-over-IP (VoIP) is a technology for carrying voice calls over the Internet that allows enterprises to realize substantial cost savings on long distance and international calls. Additionally, the technology simplifies the communication infrastructure by converging voice and data for an enterprise while offering high scalability.

The product >>

Infozech's i-Voice is a feature-rich broadband telephony and voice based billing, pre-paid/post-paid and customer management solution for incumbent telcos and ISPs. In addition to service providers, it can also enable enterprises, which have their branches spread across the globe, to use IP telephony to cut down communication costs. The i-Voice softswitch solution is the only piece of equipment and software, user needs to get started.

Infozech's i-Voice is a complete and comprehensive system for a wide range of services that telcos may want to offer customers. It includes support for class 5 services, centralized service creation and provisioning, customer self-care, online sign up, pre-paid and post-paid service plans, rate plans, customer information and usage analysis.

i-Voice components >>

The core components of the i-Voice solution are:

- The i-Voice softswitch, a call control switching system based on SIP, that has

i-Voice: Ringing in IP Telephony Benefits for Telcos

SIP-based IP Centrex platform

the full array of call control capabilities.

- The eBill Customer Care and Billing System which provides real-time/near real-time billing and customer care capabilities to keep track of calls and related charges.
- A VoIP Gateway that is Radius-compliant. This is required for origination or termination of VoIP calls from/to PSTN/Legacy Network.
- Compatible end user devices (Softphone, IP Phones, Integrated Access Devices, etc.)

i-Voice features: >>

- The i-Voice soft switch screens and routes calls to virtually any location, providing company staff with unified virtual extension numbers and processes large

volumes of calls simultaneously

- It's multiple Line support allows mobile users to forward calls to the desired numbers in case they are not available at their desk.
- The integrated IVR platform can perform the duties of an office auto-attendant
- The solution offers full compliance with the existing industry standards.
- It supports toll free, original line information, roaming and other related features

i-Voice's target market >>

i-Voice is aimed at:

- Service Providers serving small businesses with long-distance communication needs
- Enterprises whose staff includes a substantial traveling sales force that needs to be in constant touch with the headquarters.
- Large-sized corporations with geographically distributed locations to bring down the cost of communication.
- Companies competing with ILECs for offering enhanced 3rd generation services (IP PBX, follow-me, mobility, etc.)

i-Voice benefits >>

Listed below are some of the benefits that service providers and enterprises can enjoy by using the i-Voice software suite:

- Access a completely integrated soft switch and billing and customer care suite
- Achieve high scalability to cater to their growing needs and transactions
- Optimize expenditure—both Capital and Operational.
- Migrate easily to the next generation of services like IMS, etc.

