

INTEC CONVERGENT BILLING AND MEDIATION

Telecom New Zealand consolidates its market share with convergent billing and mediation solutions from Intec



Telecom New Zealand Case Study

Telecom New Zealand is one of the leading telecommunications network providers in Asia Pacific with over 3.5 million customers using its fixed line, mobile, and Internet services.

With Telecom needing to retain and grow its market share, the organisation realised it had to overcome the challenge of an older network and the legacy of an aging billing system that was incapable of managing large volumes of traffic. This led Telecom to shift its business focus to new technologies, and new business & operations support systems (BSS/OSS), as part of a long-term investment strategy.

Telecom developed a customer centric roadmap, which included a commitment to roll out a \$NZ1.4 billion 'next generation' IP network to residential customers by 2012. The IP network is designed to carry all types of traffic including voice, video, and data, and to accommodate the demand for increased data bandwidth.

Telecom New Zealand CIO Mark Ratcliffe said the move was "fundamental to the future of telecommunications in New Zealand" and that IP network protocol will be critical to achieving the company's goal of integrated and converged services.

With the new network able to offer customers a far greater range of value added services than its traditional switched network, Telecom is now upgrading its billing system to a single convergent solution to maximise the investment in the network and expand its offerings.

Following a formal competitive bid process, Telecom selected Intec's Convergent Billing solution, Singl.eView, to provide competitive advantage with shorter time-to-market for new products



"A key measure of the success of the billing project was the customer reaction. The implementation went so smoothly that there was no disruption to customer services at all when the changeover occurred." TNZ

and services; greater flexibility in product offerings; and increased customer care through a single invoice and single point of contact.

According to Mr Ratcliffe, the selection of Singl.eView formed part of Telecom's strategic shift toward operating as a full service provider and the ability to offer customers one bill for post-paid and pre-paid services.

"We had a number of billing systems that specialised in either wireless or wireline billing but did not have the flexibility to bill across services or conduct real-time rating," he said.

According to Intec's Consulting Manager, Scott Kirkman, Intec's billing solution was selected for its product capabilities and ability to integrate with Telecom's overall architecture and plans for growth.

"Intec had a proven solution that had been successfully deployed in a prepaid environment for another large network provider, and it met Telecom's criteria for functionality, architecture, and the capability to deliver," he said.



Intec's convergent billing system will allow Telecom to offer multi-service packaging and pricing to entice existing customers to add new services and to attract new customers to purchase service bundles. Distinctly different services can be priced and invoiced together and new product combinations can be launched quickly to reflect market changes. Unified customer accounts will provide Telecom with an overall view of the market where buying patterns can be analysed for new service offerings.

MOBILE PREPAID BILLING SYSTEM REDUCES CUSTOMER SUPPORT CALLS

Telecom's billing and network initiative is being implemented in a phased approach over the next two years. With its prepaid mobile capacity stretched to the limit due to a huge growth in text messaging, Telecom went live with the Singl.eView billing system for its prepaid mobile customers in March 2005. The system is successfully providing real-time rating and balance management. The result has been remarkable, with greater success in customer top ups and balance enquiries resulting in around 600 fewer customer calls per day to Telecom's call centre.

"A key measure of the success of the billing project was the customer reaction," says Ratcliffe. "The implementation went so smoothly that there was no disruption to customer services at all when the changeover occurred."

"Mobile prepaid is the first phase of our strategic initiative to replace and consolidate key components of our billing infrastructure. As a result, our ability to compete has increased and we have improved our customer care," adds Ratcliffe.

Telecom's prepaid solution centres on Intec's Convergent Billing

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solution, Singl.eView, as well as its Intec Mediation platform. The Oracle 9i database underpins the Intec billing solution. Singl.eView combines rating and invoice functionality with flexible account reporting and hierarchy management, including flexible tariff, discount and product packaging and consolidation of all products and services used by a customer on one bill. Singl.eView also provides a real-time convergent prepaid/postpaid rating and balance management capability that advises customers how much they will be charged for a service and allows them to see their available balances before they decide to proceed. Singl.eView's GUI has been tailored for use by Telecom's prepaid call centre staff.

APPLICATION INTEGRATION

To enable Telecom's customer management software from Graham Technology to communicate with the Singl.eView application, Intec enhanced Singl.eView's APIs to create a comprehensive set of Telecom business APIs. These APIs enabled Telecom's applications integrator to manage all the information necessary for the customer lifecycle, and to utilise IBM's Crossworlds software for the development of Enterprise Application Integration (EAI) connectivity between applications. EAI enables all applications to communicate and integrate real-time information, enabling insertion, update and extraction of data within Singl.eView.

MULTI-SERVICE MEDIATION

Telecom has installed the Intec Mediation solution to replace its existing legacy voice mediation platform, and to

rationalise its requirements onto one system. Intec Mediation was chosen after a detailed examination of the market by TNZ, which examined factors such as convergent functionality, local support capabilities and vendor stability. The mediation system collects, processes and validates network traffic information from network switches and other systems to facilitate key business processes such as billing and customer care. Intec Mediation is currently providing mediation for PSTN and broadband and is providing feeds to downstream BSS applications.

Intec Mediation also provides Telecom with business continuity by backing up their Intelligent Network (IN) SCP. If the link between Singl.eView and Telecom's IN is interrupted, Intec Mediation will capture call records and feed this re-formatted data as 'warm billing' batches to the billing system.

THE FUTURE

Telecom is continuing its staged rollout of Intec Convergent Billing and Intec Mediation to encompass rating for IP products such as DSL broadband and dial-up. In a third phase of the rollout, Singl.eView will replace Telecom's mobile postpaid rating system.

The future looks positive for Telecom with its latest financial results showing strong revenue performance with the capture of more than 50% of mobile revenue growth and broadband numbers quadrupling. Telecom will continue to deliver more choice and innovation to customers, assisted by Intec.

This is our vision: The world's best BSS/OSS products, solutions and services, implemented anywhere in the world. We support over 350 of the world's largest communications companies with Billing and Operations Support Systems (BSS/OSS), helping them to deliver profitable, high-quality, innovative services over fixed, mobile and next generation networks.

Intec's world-class BSS/OSS portfolio, which is proven in fixed, wireless, cable and IP operators worldwide, is divided into three categories – Products, Solutions, and Services.

INTEC PRODUCTS INCLUDE:

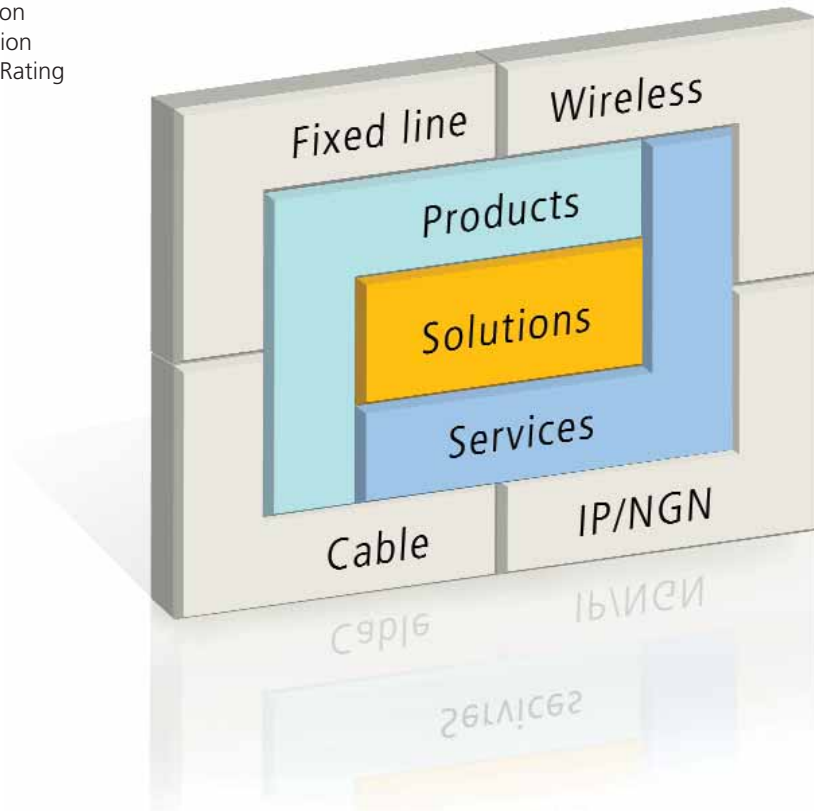
- Intec Convergent Billing
- Intec Customer Management
- Intec Product Catalogue
- Intec Interconnect Billing
- Intec Trading and Routing
- Intec Carrier Access Billing
- Intec Partner Management
- Intec Convergent Mediation
- Intec Active Mediation
- Intec Service Activation
- Intec Charging and Rating
- Intec Centralised Error Management

INTEC SOLUTIONS INCLUDE:

- Intec IPTV Business Solution
- Intec Mobile Business Solution
- Intec Wholesale Business Solution
- Intec VoIP Business Solution

INTEC SERVICES INCLUDE:

- Consulting
- Implementation
- Configuration and scripting
- Optimisation and tuning
- Education and training
- Global support



Intec Worldwide Headquarters, Wells Court, Albert Drive, Woking, Surrey, GU21 5UB, UK
 tel: +44 (0)1483 745800 fax: +44 (0)1483 745860 e-mail: info@intecbilling.com web: www.intecbilling.com



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