



## Revenue Assurance Consultancy Service

### Optimize your Revenue Assurance Practice

- Increase Revenues and Improves Margins
- Drive Revenue Assurance process improvement
- Improve overall effectiveness of Revenue Assurance operations
- Leverage Domain Expertise
- Reduce risk in your processes



## Executive Summary

In today's dynamic telecom environment, Service Providers are beset with a host of new challenges. It is a well established fact that success today is driven by product and service innovation and reducing cost of delivery, as prices are now no longer dictated by telecom Service Providers. In recent years, Service Providers have understood and enjoyed the benefits of Business Optimization as an effective and efficient method to assure their bottom line.

Revenue Assurance is one such discipline within Business Optimization wherein by definition; profits can be enhanced without the need for additional investment. A good indicator of the potential savings which can be achieved by a strong Revenue Assurance practice is indicated in the figure for Global average revenue leakage. Global Revenue Assurance Survey 2009 from KPMG have placed the global leakage figures as lying between 3% and 10% of net revenues depending on the market region.

Revenue leakage due to system integration, rapid time to market, increasing consumer bad debts and over-charging by partners are some of the internal challenges service providers are grappling with. Even as Service Providers attempt to assure their bottom line, there is massive pressure to launch new services at a rapid rate, while maintaining focus on enhanced customer experience. In such a hectic environment, it is not surprising that most Service Providers are forced to consider certain levels of leakage as "the cost of doing business". Subex Business & Solutions Consulting Team proposes to assess and recommend various measures, by virtue of the global domain pool, wherein Service Providers would benefit in reducing the aforementioned "cost of doing business".

Subex, as a premier supplier of OSS solutions with more than 70 Revenue Assurance installations across the world, is uniquely positioned to help Service Providers maximize their returns from the Revenue Assurance function. Numerous industry analysts including Analysys Mason identify Subex as the global leader in Business Optimization, which includes Revenue Assurance and Fraud Management.

### **The compelling reasons for partnering with Subex are:**

- *Global Exposure to leakage scenarios*
- *Best practice adoption based on real-world experience*
- *Well versed in practical approaches based on our Revenue Assurance implementation knowledge*
- *Continual Growth of knowledge base from Telecom Operator inputs*
- *Consultants and Subject Matter Experts with roots in telecoms*

The Subex Business & Solutions Consulting team provides complete enterprise Revenue Assurance coverage assessment and Maturity modeling which would help Service Providers in understanding their growth path in Revenue Assurance operations and maximize returns from the department.



## Why should you invest in a professional Revenue Assurance Consultancy?

As per the findings of the Global Operator Attitudes to Revenue Management Survey, service providers who use third party specialists for revenue assurance tend to lose around 30% less compared to those who use no external help. The experience and expertise associated with Subex can help you identify and mitigate even the most hard-to-detect sources of revenue leakage without a significantly high investment.

**The Business & Solutions Consulting team within Subex helps the Service Providers by:**

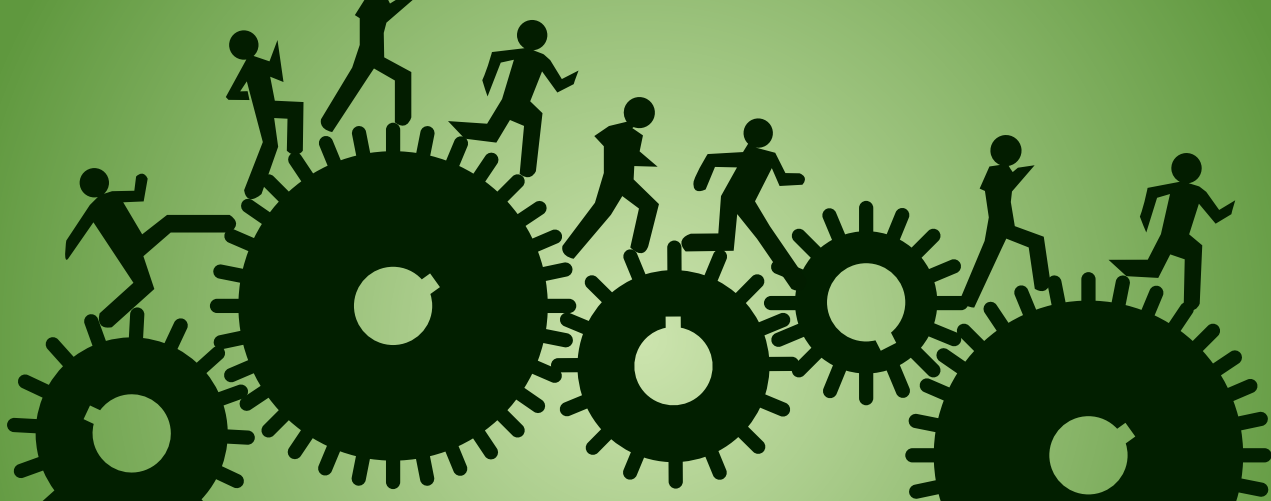
- *enhancing the skills, training and perspective of an organization's Revenue Assurance team,*
- *helping management understand problems from a new perspective,*
- *enabling access to global domain pool with mitigation strategy gathered from over 70 Revenue Assurance installations,*
- *providing an organization with skills that are not available internally; and*
- *providing manpower needed for the project*

## Subex Revenue Assurance Business Consulting Team

The Business & Solutions Consulting team within Subex includes an experienced group of Revenue Assurance Consultants and Subject Matter Experts. The team provides an end to end suite of Revenue Assurance services for telecommunication service providers. As domain experts in their field, they offer operators a knowledgeable resource which adds value to an existing operation.

The team has gathered experience from many years of working in operator's Revenue Assurance departments, supplying consultancy services and implementing technical solutions. Subex's consultants have worked with mobile, fixed and convergent operators throughout the world, in particular working in America, Europe, Middle East, Africa and Asia. Subex's Revenue Assurance consultants/ SMEs are active members of industry bodies, such as TMF, GRevenue AssurancePA and GSMA, and use their work with such groups and their real world experience to deliver best practice to an organization.

The Subex Revenue Assurance solution is based on proven industry leading technology and years of experience in the revenue assurance space. Subex's Revenue Assurance consultancy service offerings help operators expose unbilled revenues, identify the root cause for the leakage and rectify the problem. Thus operators' revenue stream is protected on an ongoing basis and they experience immediate contribution to their bottom-line, rapid ROI and increased analyst productivity



## Subex Revenue Assurance Consultancy Offerings

The Revenue Assurance team from Subex offers a range of consultancy services which can be tailored to the needs of the individual operator. These include the following:



**a Risk Assessment** - It is important for an operator to understand what risks exist in their existing operations, what controls are in place, and where the gaps are. When we refer to the risk associated with Revenue Assurance, we are talking about the ability to answer questions like –

- What are the chances that ongoing leakages are not being captured due to deficiencies in the coverage area?
- How confident are we that the reported revenue leakages are addressed in a timely manner?

Subex risk assessment identifies and assesses current and future Revenue Assurance risks based on the current controls and services offered. Subex's Revenue Assurance approach is essentially a set of activities involving detailed data monitoring, analysis and control aimed primarily at minimization of financial losses. We perform a thorough evaluation of service providers' domain to ensure there are no leakages at process as well as technology levels.



## Subex Revenue Assurance Consultancy

**b Maturity Assessment** - Service Provider's revenue assurance maturity level is one of the important elements in understanding their current contribution and future requirements. For young Service Providers it is important to establish goals as well as invest in Revenue Assurance tools early to increase the maturity. For mature Service Providers, they need to expand the remit of Revenue Assurance function to tackle the emerging issues. Subex's Revenue Assurance consulting team assesses operator's maturity in Revenue Assurance using the TMF guidelines and then provides recommendations to increase the operator's maturity in Revenue Assurance. This enables Service providers to determine the relationship between maturity and performance.

**d Review Revenue Assurance in the Organization** - As Revenue Assurance is of paramount importance for telcos, therefore we help Revenue Assurance function to invest in the right skill sets, the right tools and methodology. We at Subex look deeper into questions like

- How is Revenue Assurance evolving to suit changing business needs?
- How is Revenue Assurance tackling challenges of growth and innovation?

We examine the organizational structure of the Revenue Assurance team and associated departments and assess whether it meets the Revenue Assurance objectives of the organization.

**f Review of new service launches** - The launch of new services require Revenue Assurance tools capable of understanding and analyzing information from new systems involved in service delivery. Subex Revenue Assurance team enables operators to quickly test new services to identify areas of potential leakage and counter the problem before formally launching the service.

**c Revenue Assurance Effectiveness and Coverage Assessment** - The effectiveness of Revenue Assurance activities is measured in terms of the lost revenues that are either recovered or prevented. Making a careful investment in Revenue Assurance infrastructure can have a huge impact on the efficiency and effectiveness of the Revenue Assurance organization. Some of the activities which are included in this offerings are:

- Review of Revenue Assurance controls and processes to increase the maturity level of the Revenue Assurance function
- Leverage revenue assurance effectiveness by increasing awareness

**e Process review** - Process reviews can be the most involved and time-consuming, yet most critical assessment of the entire Revenue Assurance environment. Because of the pressure of launching new products and services in the market, Service Providers sometimes take a lot of risk by overlooking the Revenue Assurance processes resulting in process flaws, poor data integrity, and consequent revenue leakage. Subex Revenue Assurance team makes sure that the operator does not miss a single penny by fixing core processes in the organization by performing regular audits. It also involves the improvement of processes by doing end-to-end review of existing Revenue Assurance processes and data flows to identify opportunities to optimize Revenue Assurance within the organization.

**g Review of KPI performance and monitoring** - Review the effectiveness of the KPIs being used to monitor and manage Revenue Assurance and provide recommendations on new KPIs.

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - 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, credit risk management, cost management, route optimization, data integrity management and interconnect / inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). Business optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.

Subex's customers include 16 of top 20 wireless operators worldwide\* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

\*RCR Wireless list, 2010

#Forbes' Global 2000 list, 2010



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