

# Telecom Solutions & Carrier Wholesale Business



**THE CASE DIGEST**

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# Operational vs financial view of business (voice, SMS, Data)

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Traditionally most solutions are geared to managing operational data, which is subject to change.

Axino offers financial view of data alongside the operational view to ensure clear and unambiguous financial position is available.

We provide contractually relevant traffic data alongside the operational data to extend the traffic visibility, analysis and decision making.

With a complementary solution you benefit from the business data captured in the main system and at the same time specialise in a superb support of the business processes.

# High volume processing of events

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Axino utilises advanced techniques such as map-reduce to ensure real-time, high volume data processing with persistence.

Architecture of the data preparation, processing and storage is designed to ensure transaction security and data loss is avoided.

A single server configuration (physical or virtual) is typically offered to reduced the overall TCO.

# Creation approval, monitoring and amending complex contracts

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Complex contracts have a life of their own. They take a long while to agree with interconnect partners, and subject to constant change. Underachievement of contractual obligations further complicates future deals.

Furthermore, while a contract is in negotiation stage previous contract conditions prevail and all data has to be adjusted once the current period contract is signed.

These complications are avoided by Axino solutions B2B Simplex contract monitoring, solution, where contracts are defined in a workflow with approvals, versions of all negotiations are kept along with revisions, and the system is able to transition from previous contract conditions to the new approved ones with ease.

# Automated contract exchange

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Axino Solutions patented contract exchange offering allows enterprise to exchange contract with their partners, ensure that both parties have the latest version in place.

It monitors what has changed and what is approved and ensures that there is a full audit of processes involved in all stages of contract negotiation, revisions, approval and signature.

## Previous history as a guide to aligning relationships

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Availability of long-term traffic data online, enables further analysis and insight to behaviour of partners and how traffic is exchanged.

This enables better planning for utilising infrastructure capacity, better preparedness for traffic in peak demand, reduced congestion and failure scenarios and higher overall satisfaction with partner engagement.

Axino offers online high-volume storage of detailed and summarised traffic data for up to 5 years, with ease of analysis either through our analytics tool or export to third party BI solutions.

# Active monitoring of origin based rating

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Expansion of origin-based differentiation of rates has led to increased levels of fraudulent activity, as well as, complexity of monitoring and measurement.

Our OBR solution enables carriers to rate OBR events using one or more of the calling number, PAI to redirect number to identify true origin, and provide visibility to traffic detail at a level that is not matched by any other solution today in the market

## Pick and choose what you want to see

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Creating data views is dependent on the diversity and availability of the underlying data. Most enterprise solutions hide most of the data which is deemed irrelevant.

Axino's Business Steering Centre offers the ability to work on individual records, as well as summary data.

Users can freely build their own data views from many data fields to gather better insight to the business operation.

Adequate, auditable and reliable adjunct rating is the basis for revenue assurance procedures.

Ability to compare the outcome against existing mediation, enterprise solutions and billing form the basis for reconciling high volume of event data. Crating control points for assurance steps, identifying anomalies and reporting on the exceptions are the ingredients that Axino Solutions deployment address.

Axino's Business Steering Centre module is capable of generating detailed bills in flexible cycles either as Shadow bills, or total replacement of bill generation process.

# Strong framework for total management of inbound services

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Axino's inbound services solution equips interconnect operators with the flexibility of receiving offers for inbound services providers, having diverse fixed and variable cost structures and offer a uniform rate structure to their customers with the full control of traffic and risk mitigation strategies.

Diversity and management of DiD and inbound services typically exposes aggregators to unforeseen risk. Our international inbound services module supports processes for managing costs, enabling creation of uniform pricing models and keeping a close control on how the margin is managed across diverse services and cost structures.

# Posting and interfacing to finance and general ledger

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Many deployments leave the integration and interfacing to the external systems untouched and do not cater for external system structures and how they map the data produced by enterprise systems.

Creating appropriate interfaces that addresses the specifics of most interconnect enterprise systems and financial and general ledger applications such as SAP or Oracle Financials are part of the expertise of Axino Solutions, with a set of ready available interfaces and simple integration that enables smooth both way transfer of data between systems.

# Credit control and risk mitigation

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Our credit control module enables near real time or streaming collection of all traffic and financial information and measure financial position of each of your partners.

You can set individual limits on each type of service and balance charges against incoming revenue. Charge can be offset against other services and with integration to financial systems, you can keep abreast of your customer risk and mitigate that by reducing traffic, offset by purchasing other products and services.

Our credit management tool also can be deployed for customers who manage their finances through corporate organisation but operate the business through satellite companies and OpCo functions.

Disputes in a business are normally not budgeted for. However, disputes block cash flow and erode confidence in the partners.

Axino's dispute management solution offers a flexible tool which receives its feed from the enterprise interconnect or billing systems and on the side of partner allows upload of billing line items even if and when they are scattered over several invoices.

Seamless analysis and intelligent grouping of cost line items simplifies the task for the dispute analyst. Disputes are clearly identified and through its workflow they can be tracked to conclusion. Dispute score boards and dashboard further support the performance of the processes and dispute status.

## Resolving disputes at detailed event level

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Disputes sometime result in an impasse where parties in dispute are not able to resolve issues at high level.

Axino Solutions' pairify module enables own and partner event data to be uploaded, processed and analysed. Identified discrepancies are then presented enabling clarification of issues, for example, resulting from discrepancies in Call release time differences, or granularity of measurement of chargeable duration.

Such small differences which appear for most events do not manifest themselves at a measurable indicator at summarized data levels and become measurable only when compared at individual event level.

## Resolving issues based on historical events

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Complex contracts and formal agreements rely on long term business relationship.

Contract formalities tend not to be completed in a meaningful time and spill over the next period. Changes to the contracts by means of addendums and side letters further complicates correct measurement. Having ready access to long term data, enables contracts to be re-visited quantitatively when there is a contract relevant change.

These changes can and significantly do impact the profitability. Axino Solutions enables rating and re-rating of event data over a long period and performs this function intelligently enabling re-rating of many months of traffic events to be rated, adjusted and reported expeditiously.

## Dynamic (and static) routing of traffic

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Axino Solutions offers a dynamic routing module for integration into existing interconnect enterprise solution as well as tight coupling into our own Business Steering Centre solution.

Dynamic routing module collects its operational data from SIP signalling and based on the origin, destination, quality, commercial obligations and other routing parameters determines the most optimum route. Dynamic routing can further be enhanced with our call by call analysis solution to determine the real origin, portability information, number availability to authenticate the call characteristics. This additional check adds a further 20 milliseconds to the overall routing determination.

The benefit of dynamic routing together with number range identification is that portage charges are minimised, potentially fraudulent activity is identified and telephony event is terminated optimally. Our dynamic routing solution integrates with interfaces to a variety of platforms to offer static routing maps as a fall back or alternative routing solution.

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# Processing huge volumes of data events

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Processing large volumes of IP or SS7 signalling events for the purpose of traffic monitoring and billing is not a simple affair.

Our data event processing engine can ingest, rate and summarise hundreds of millions of records per day to provide both operational and billing relevant output.

Our data and signalling solution has been in operation with our customers for the past 8 years and it has a proven track record of scalability and performance.

# Offering uniform pricing for international inbound services

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International inbound services (UIFN, IFN, DID) price structures differ across jurisdictions where these services are offered.

Different setup fees, monthly recurring charges, diverse currencies and rate per minute of usage creates the complexity in offering a simple and uniform pricing for aggregators of such services.

Managing the inbound services not only is about complex cost structure but also about creating rate plans that are simple to understand, flexible to sell, and easy to monitor and manage.

Axino solutions offers a complete....