



SOLUTION

Data Analysis for Teams
Implementation Services
Consulting Services
Training
Support Services

INDUSTRY

Telecommunication and
Communication

REGION

Asia

KEY BENEFITS

Powerful, cost-effective solution
rolled out in record time
Proactive insight into fraud and
errors
Significant time savings through
automated analytics
Enhanced communication
within the team as well as
with management and
business stakeholders

"IMPLEMENTING OUR
REVENUE ASSURANCE PROJECT
WITH SSPL HAS BEEN
EXTREMELY COST-EFFECTIVE
BECAUSE OF THE REVENUE
LEAKAGE WE HAVE STOPPED."

SHREENIVAS SAMARTH

HEAD, REVENUE ASSURANCE

"Our assureBI solution by SSPL helps us to identify and prevent revenue leaks, manage frauds while monitoring millions of daily transactions."

Mr. K. P. GANESH, CIO

Company Profile

A new telecom operator in the Indian market, S Tel Private Limited (S Tel), is a joint venture between Siva Group (formerly Sterling Infotech Group) and **Bahrain Telecommunications Company (Batelco)**. S Tel has Unified Access Services Licenses (UASL) and spectrum to operate in Six Category C Circles, including **Orissa, Bihar, Himachal Pradesh, North East, Assam and Jammu & Kashmir**. The company is licensed to provide unified mobile services, wireless broadband and innovative value-added services to over **22.6 million customers**. S Tel is headquartered in Delhi's National Capital Region and has over 800 employees.

Objectives

S Tel is a new player in the fast growing Indian telecom industry. The Revenue Assurance (RA) department implemented the SSPL Data Analysis for Teams Solution to perform automated data analysis and verification.

The RA team needed a powerful audit solution to monitor high risk areas. For example, Call Data Records (CDR) is saved on the service provider's network switch. The RA team is responsible for verifying all CDRs based on a variety of different checkpoints. Testing complete data populations in such a high-volume environment requires an automated solution; it's simply not possible to verify millions of CDR transactions with manual audit processes.

The S Tel Revenue Assurance process also includes reconciling data to ensure calls and mobile Communications are accurately saved, recorded and billed. The RA team generates **187** daily Reconciliation Reports under 52 KPIs and needed a solution that could automate this complicated process as a same-day activity—providing a critical control in a fast-paced business environment. The following KPIs that are currently being managed with the SSPL solution:

- Usage - Voice, data, SMS
- Profile - MSC-HLR-CRM-IN
- Roaming - National
- ICR - IN vs. ICR CDR, etc
- POI - NLD /ILD

While data compatibility is a common challenge for telecom providers, the SSPL solution easily handles multiple data and report formats. Secure access to the repository enables employees to manage business activities when they're working off-site or across the globe. Analytics are easy to use with simple filtering values and don't require complicated spreadsheet functions. Users can quickly upload graphs, presentations and text-based reports to the central repository and share notes, comments and responses—supporting a more efficient audit process.

Implementation and Planning

S Tel worked with SSPL to implement the automated solution, which ensured a smooth rollout. Consultants and trainers continue to provide issue resolution and technical support whenever the RA team encounters difficulties.

The S Tel implementation established a series of custom analytics in four key areas. The Revenue Assurance system collects accurate subscriber data in near real-time. The system then models usage from both subscriber-side and billing data to compare actual usage and patterns with billing system records. Files are analyzed for discrepancies and the solution can quickly uncover control gaps.

Other reconciliation applications look for exceptions between Call Data Records (CDR) from the main Mobile Switch Center (MSC) and IN files, which store call records for pre-paid customers. Analytics match MSC calls with the IN server to verify that calls are accurately recorded and the correct amount is deducted from a prepaid mobile user's account balance. Common errors include cases where a subscriber is charged from the MSC but not the IN server, or the subscriber's phone number appears in MSC, but not IN data.

A central telecom industry provision ensures that if coverage is not available, mobile users can automatically access other available telecom resources. This is called Intra-Circle Roaming (ICR). At the end of each month, competing telecom companies invoice S Tel for their customers' ICR resource usage. Several SSPL analytics validate this monthly billing data and target ICR invoice exceptions.

Results

S Tel has applied SSPL™ Analytics for:

- Complete a minus one-day Revenue Assurance process is **under 7 hours**, post analysing more than **400 millions of records**.
- Fully automated man-less operations, with zero crash and error rate. System works as mid-night operations and reports being ready in morning for renew and follow-up.
- Gain proactive insight into fraud and errors.
- Improve the audit process and increase team communication by storing analytics, reports and other documentation in a secure repository.

The SSPL solution has equipped S Tel to identify and mitigate revenue leaks and proactively monitor all transactions for errors and fraud. The technology was implemented ahead of schedule, on-budget, and has already produced significant results for this emerging telecom provider

The SSPL solution has also improved RA team communication with management and business stakeholders. Instead of exchanging cumbersome emails, staff can upload a wide variety of work files to the secure central repository. It's easy for audit to share work and reports, exchange comments and maintain an efficient workflow.

Next Steps

After a successful SSPL rollout and more than a year of strong results, S Tel plans to extend the technology as a single, standard solution for all revenue assurance, data verification and reporting activities. The SSPL solution will enhance control monitoring and make it possible to cross-check inter-departmental reports.

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