

SONAR Financial Analytics



DISTILL MASSIVE AMOUNTS OF INFORMATION INTO VALUABLE INSIGHTS TO POWER PROFITABLE BUSINESS DECISIONS

Every business has costs. For CSPs (Communication Service Providers), these costs are extremely complex and consume an average of 40% of revenues. Yet, understanding and measuring CSPs performance takes more than a simple look at costs and revenue streams.

To be viewed under the lens of margins and profitability, cost information needs to be cross-referenced with revenue transactions, and aggregated through multiple dimensions – partner, service, location, market, or many others...

TEOCO's Financial Analytics solutions operate this leap. **Our market-leading cost management solutions allow identification of multiple cost elements – fixed or variable, usage-sensitive or allocated, wholesale or retail, one-time or recurring – to each network transaction.** By pairing our expertise in assurance and analytics, we deliver tools enabling large-scale analyses of every network and business transaction, while understanding technologies and partners agreements. **TEOCO's solutions enable CSPs to have a granular view of their operational, network, and businesses costs and operate decisions guided by margins and profitability information.**

Typical TEOCO customers process billions of records each day, from upwards of 50 different sources, and deploy multiple applications. To support these activities and encourage data sharing and reuse, while eliminating silos and fostering incremental growth of additional applications, **TEOCO's Financial Analytics solution operates on a powerful big data analytics platform. The platform is designed to integrate massive volumes of network, operational, business, and external data sources.**

**360° Financial
View of Your
Business**

**Decisions
Powered by
Profitability and
Margins**

**Pioneering Big
Data Analytics
Platform**

**The Best of the
Assurance and
Analytics Worlds**



Proven Assurance & Analytics Solutions

TEOCO's solutions have helped assure peak performance of the CSP business.

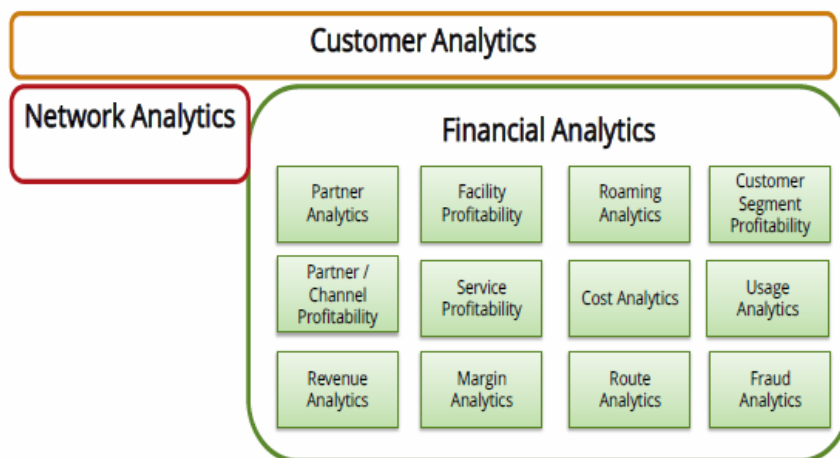
Our singular focus on the telecommunications industry has helped customers of our Financial Analytics solutions achieve spectacular results:

- **\$500 M OVER 5 YEARS:** is what a Tier 1 mobile operator saved by optimizing agreements and costs for partners in interconnect, roaming and third-party content.
- **60% INCREASED MARGINS:** for a Tier 1 fixed operator, by renegotiating agreements and contracts with unprofitable partners and wholesale customers.
- **TEN-FOLD REVENUES INCREASE OVER 4 YEARS:** An MVNE operator increased revenues ten-fold over a 4-year period by helping MVNO partners optimize service bundles targeting newly identified market segments based on actual subscriber usage and behavior.

Financial Analytics Use Cases

Financial Analytics can be applied to different business areas based on detailed multi-dimensional analytics of network transactions, with an associated financial perspective:

- **Interconnect Partner Profitability:** Analyze voice and data traffic to and from partner operators to ensure accuracy of settlements. Such interconnection, peering and other business agreements are highly complex due to regulatory, and non-standard agreements and can represent tens (or hundreds) of millions of dollars each month.
- **Roaming Analytics:** Roaming represents a sizable cost and revenue centers for mobile operators. Data roaming in particular is rapidly evolving as new network technologies are deployed. Validate roaming settlements with partner operators, and provide visibility into both inbound and outbound roamers.
- **Customer Segment Profitability:** Monitor statically- and dynamically-defined customer segment behavior to understand service consumption and content preferences, including when, where, how much, and on what device, to paint a detailed picture of each segment's activity.



Financial Analytics provides a foundational part of the TEOCO solution. When combined with network and customer data, it further enables deeper analytics insight into other domains

Analytics across the Enterprise

The financial analytics use cases address needs of departmental stakeholders and users across the enterprise.

- **Finance Team:** Help line-of-business owners (e.g., third-party content, interconnect, roaming LOBs) and product managers measure and optimize revenues, cost and profitability of individual customers, partners, content, services and devices.
- **Network Team:** Associate business metrics of cost, revenue and margin to network transactions. The financial dimension associates establish a business value with network activity – which may have little resemblance to actual usage or volume – to help prioritize network planning, diagnosis and investment.
- **Marketing Team:** Marketing teams must understand individual customers and segments to tailor offers or plan new services. Understanding each subscriber's or segment's financial impact –whether cost, revenue or margin – provides a valuable attribute to refine or prune candidates for campaigns. In some cases, candidates that are otherwise likely to respond can be eliminated, if the resulting ROI is subpar.