

Agile Revenue Assurance

Greater responsiveness improves speed, accuracy and ROI



High Costs and Inflexibility

Competitive and market pressures along with the need to prioritize the customer experience mean that Communication Service Providers (CSPs) must drive business performance optimization with more speed and agility than ever before. Large-scale point solutions based on specialized systems with lengthy implementation time frames are unlikely to offer the cost-efficiencies and long-term flexibility required by CSPs in today's market.

Adaptability Through Business Performance Analytics

Faced with decreasing margins and the move by high value customers to drive down costs through supplier rationalization, CSPs have a critical need to optimize revenue performance, minimize risk, and leverage holistic revenue intelligence to better inform decision-making and achieve competitive advantage.

Unlike specialized solutions, business performance analytics provides a holistic and accurate view of an organization's data, allowing CSPs to improve performance across siloed departments and the order-cash customer value chain. A highly flexible solution, business performance analytics gives CSPs an analytic capability that is as agile as the business is dynamic, allowing CSPs to adapt to changing opportunities and risks, promoting rapid problem resolution, and helping to manage longer term financial and customer risk.

Adaptive Approach – Analyze, Optimize, Control

The Lavastorm Analytics Platform and its core Lavastorm Analytics Engine provide an unparalleled ability to analyze, optimize and control today's data-heavy, complex, and dynamic order-to-cash process. Through our innovative software and adaptive analytic methodology, the Lavastorm Analytics Platform offers CSPs more than just the rigorous analytics needed in today's operations; it offers a strategic advantage at a critical juncture in a highly competitive industry – enabling CSPs to be quick to respond to change, deliver to financial targets, and use accuracy to enhance customers experience.

Through the Lavastorm Analytics Engine, the Lavastorm Analytics Platform offers a highly visual, discovery-based analytics environment that promotes ease of use, drives speed to value, and offers an overwhelming return on investment. The business process workflow toolset is underpinned by an agile analytics methodology that enables business and technical users to quickly and in collaboration build an iterative, traceable and repeatable model that validates business processes against operational data. The platform allows CSPs to:

Analyze – agile, visual design environment ensures ease of use and fast time to execute – up to 90% faster than traditional tools and methods.

Optimize – conditional logic turns abstract data into trusted and meaningful information; root cause analysis speeds time to resolution.

Control – automation through Business Controls and the ability to adapt quickly to new problems provides rapid return on investment (ROI).

Extensible and Scalable Platform

Lavastorm offers a single extensible platform that can scale to address all areas of sub-optimal performance and business risk, including fraud management, customer management, service delivery assurance, network management and revenue assurance.

Lavastorm addresses key areas of revenue performance and risk, focused on, but not limited to, usage and billing, settlement and partner, and revenue intelligence.

Usage & Billing Analytics

For the assurance of usage and event record correlation and successful delivery to billing and billing accuracy:

Network-to-Bill Reconciliation – CSPs will incur unnecessary capital expense or lost potential revenue when network assets are provisioned but not being billed. Lavastorm provides verification and auto-correction controls to reduce revenue loss and preclude rebilling costs.

Product Margin Assurance – enabling CSPs to identify and prevent factors that significantly degrade product margin, such as the excessive abuse of fair usage policies or where the fulfillment process is not optimized and unnecessarily driving up costs.

Billing Accuracy – inaccurate bills impact revenue achievement, degrade customer experience, and impact margin results due to increases in re-billing costs. Lavastorm can deliver 100% bill verification for all first-time or changed bills, and provide targeted automated business controls that assure bill accuracy by identifying and repairing discrepancies within the billing cycle.

Settlement & Partner Analytics

For the assurance of settlement accuracy and the optimization of interconnect routing for wholesale, interconnect and content relationships:

Least Cost Routing Interconnect Optimization – enables CSPs to dynamically select the least cost route for interconnect, thereby improving margins and allowing the CSP to offer aggressive price plans that remain profitable.

Content Revenue Optimization – helping CSPs to rapidly and effectively address the challenges of controlling and optimizing content revenues. Granular

process analytic capabilities drive continuous improvements and recurring financial value by managing the complex supply chain of creators, aggregators and distributors, ensuring contract compliance with content partners, and enforcing the accurate application of royalties through the analysis of transactions at the content level.

Dealer Management – dealer networks are central in acquiring and serving customers to expand market share, increase revenues, and improve penetration. Dealers also introduce risk through system and process defects that drive inaccuracy and through fraud that takes advantage of complex commission and incentive structures. Lavastorm introduces independent assurance that allows CSPs to maximize detection and financial value, whether the risk is based on operational issues or actual fraud, and flexibility to easily enrich data and adapt rules as new products and programs are introduced.

Revenue Intelligence

Empowering CSPs to capitalize on the wealth of customer, product, usage, and revenue data to identify patterns and trends, identify sub-optimal processes, and promote growth.

MVNO Prepaid Analytics – Mobile Virtual Network Operators in the highly competitive and dynamic retail environment must be able to operate effectively and efficiently. The MVNO Prepaid Analytics Managed solution offers an adaptive turn-key revenue intelligence solution that delivers immediate insight and value through key reports covering finance, customer, risks, costs, and audits and controls, providing MVNOs with the domain knowledge to maximize revenues, improve customer experience and increase market share.

Innovative Delivery Approach

Lavastorm's innovative delivery approach ensures that our platform can be quickly deployed and configured with minimal disruption to the business, creates rapid and significant economic value, and promotes self-sufficiency for strategic control of data and program direction. In addition, proof of concept engagements offer a rapid, focused effort that quickly reveals technical feasibility and, in many cases, indicative results, helping to uncover hidden risks and prioritizing investment for the most significant gain.

Advantages

Lavastorm offers CSPs a wide range of advantages that help to drive significant return on investment.

Adaptive Methodology for Rapid and Persistent Value

Lavastorm’s adaptive analytics methodology offers a process-based approach to analytics that promotes consistency, completeness and correctness, which in turn delivers rapid and persistent value with results that are trusted and meaningful:

Data acquisition – source-agnostic data acquisition capabilities enable data from any source in any format to be collected, federated, read, used and re-used across the organization

Data preparation – profiling and enrichment of source data establishes a sound analytic foundation upon which business analyzes can be performed

Rule analysis – correlation of data sets and the identification of inconsistencies indicates process breakdowns or provide incremental facts

Business analysis – resolution analytics determines how results can be organized to drive efficiency and efficacy of resolution

Publishing – identifying how the data will physically be output and the scheduling, segmentation and persistence of the data to be published.



Lavastorm Adaptive Analytics Methodology

Visualization for Ease of Use and Speed to Value

The visualization environment of Lavastorm delivers a business-logic driven analytics design that ensures rapid discovery and transparency of performance issues. The visual design process can be up to 90% faster than with traditional tools and methods.

Using visual toolsets, business and technical users can easily collaborate and combine expertise to discover the data and logic that determines process performance – without the need for initial requirements – and to explore different areas of risk and opportunity, iteratively and easily.

A key feature is the presentation of results within the analytic itself – via InFlow visualization or through a reporting dashboard – that provides instantaneous feedback to checkpoint assumptions at the development stage, greatly enhancing the context and confidence of results across an organization.



Lavastorm InFlow Visualization

Visualization allows users to drill-down to the atomic level to understand the exact nature of data as it flows through the process and perform root cause analysis for rapid problem resolution.

The inherent transparency and traceability afforded by the visualization environment ensures that stakeholders and executives fully understand how results – especially unexpected results – have been created. Data is therefore trusted and meaningful and can be used to inform decision-making.

Business Controls for Dynamic Flexibility and Rapid Problem Resolution

Business controls ensure flexibility, high accuracy of results, dynamic control of business processes and rapid adaptability to changing business requirements and ad-hoc requests.

Significant analytic leverage is achieved in the form of reusable and sharable libraries of configured business controls that can be applied as needed to maximize business performance.

Business Growth through Adaptive Analytics

Business growth depends on getting the maximum value from analytics; ensuring they can provide the needed visibility, rigor, and flexibility to be aggressive in the market. Lavastorm delivers that value, creating real and sustainable competitive advantage.

Lavastorm provides a unified environment to create 'business controls' (nodes), which generate exceptions to business rules. Business controls inform and automate corrections in data, a key differentiator over standard BI tools.

KEY BENEFITS	KEY ADVANTAGES
<ul style="list-style-type: none"> • Low cost solutions with rapid ROI • Faster results and reduced risk • Speed to execute • Rapid problem discovery • Accuracy • Scalability • Low cost flexibility 	<ul style="list-style-type: none"> • Adaptive, iterative, and repeatable analytic methodology delivers rapid and persistent value that offers overwhelming return on investment • Business-logic driven analytics design ensures rapid discovery and transparency of performance issues • Interactive visual design environment ensures rapid set-up and fast results – design can be up to 90% faster than traditional tools and approaches • Lavastorm adaptive analytics methodology ensures traceability and repeatability of complex analytics; InFlow visualization provides instantaneous feedback to checkpoint assumptions • Atomic-level visibility of the data and associated business logic ensures results are trusted and meaningful; decision-making becomes informed • Manages any volume and complexity of conditional logic; ad-hoc and one-off audits and checks can be easily configured as persistent controls; scales up to billions of transactions per day • Source-agnostic data acquisition capabilities enable analytics independent of the data architectures