



ventraQ[®]

Business Analytics
Gain Unprecedented Insight.

The industry's most profound enterprise suite of business analytic solutions for assuring customer and product performance.

Unleash the Power within Your Data

When you have complete insight into your data, you can make more insightful decisions.

It's a simple fact of business: the better your data, the better your decisions. But when you're working with the massive volumes of data that the telecommunications business produces, it becomes an almost impossible challenge to collect, manage and effectively analyze that data.

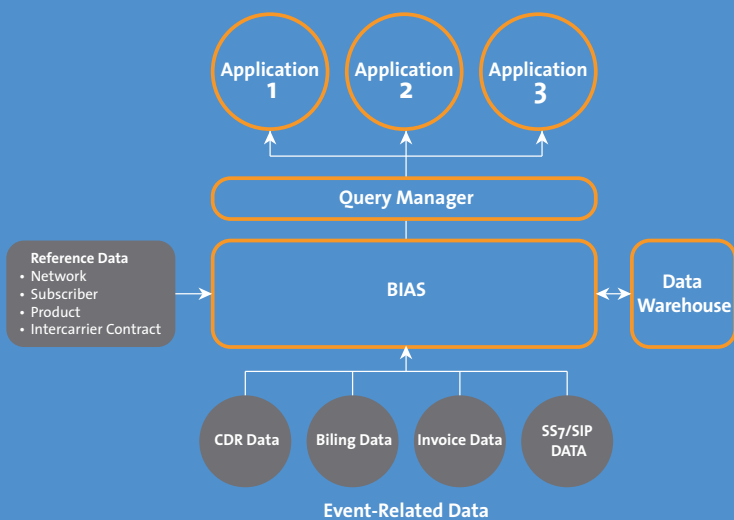
Until now.

Ventraq presents Business Analytics, the bridge between data and business. Built upon the innovative BIAS (Business Integration Appliance Services) framework, Ventraq Business Analytics gives communication service providers a revolutionary advantage: it collects, compares and analyzes all your data - from multiple sources - at stunningly high speeds, making it the most powerful business analytics tool in the industry. This includes CDRs, billing and invoice information, facilities and inventory data, as well as all reference data such as switch, trunk and network information, rates, number portability, customer, manufacturer handset, and other industry references.

With Business Analytics, you see the data, the business process, and the results - enabling you to determine not just what happened, but what made it happen, and how to address issues.

- Profitability of each service you offer
- Precise source and causes of revenue leakage
- Accuracy of, and discrepancies in, usage based invoices
- Network cost analysis and optimization

Ventraq Business Analytics At-A-Glance



Ventraq Business Analytics is massively scalable to billions of CDRs/day

"On Demand" decision support system

Ventraq Business Analytics takes advantage of the Massive Parallel Processing (MPP) approach available with advanced database providers. The speed of query, data loading and processing is exponentially faster using this unique approach and it is highly scalable. This is especially important as service providers grow their subscriber base and network events, introduce new products and services, converge networks, and satisfy their need for data analytics.

These analyses can be scheduled at regular intervals or be generated "on demand" by individuals or groups throughout the enterprise.

Deployed among service providers throughout the globe, Business Analytics has enabled providers to analyze subscriber and customer behavior, identify revenue opportunities, and improve network costs. In addition, the ability to fine-tune services by analyzing profitability and network resources has enabled infrastructure cost avoidance and reduction.

With Ventraq Business Analytics' powerful catalog of business rules and easy to use customer interface, service providers can launch the Business Analytics platform within weeks instead of months. One provider awarded its project leader with a rarely given national engineering award for the rapid and vital deployment of Business Analytics to replace critical infrastructure. A separate, recent deployment found nearly \$6M in annualized revenue and cost savings through an enterprise deployment of BIAS - within the first 90 days of deployment. Business Analytics opens a window into enterprise performance in a way never before offered.

Ventraq Business Analytics Allows Service Providers to:

Maximize Profit

- Identify products exceeding expectations; uncover/explain underperformers
- View profitability by market, office, product or customer
- Generate "on demand" operational margin analysis

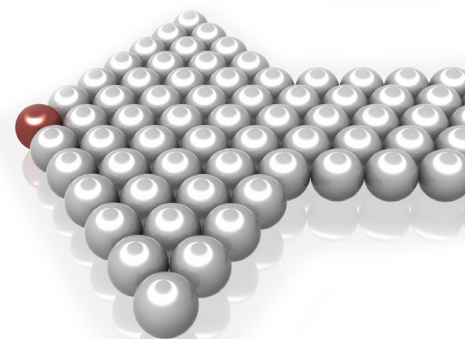
Maximize Revenue

- Better manage intercarrier disputes while reducing data analysis to days or hours
- Stop revenue leakage with continual assessment and validation
- Uncover opportunities to increase revenue/margin for unbilled activity

Minimize Costs

- Uncover root causes of facility cost discrepancies; includes analysis of circuit data, provisioning activities, usage and facilities invoices

One Platform: Exponential Solution



"On Demand" Business Analytics available throughout the enterprise

Missed billing opportunities mean missing revenue. Inaccurate invoicing means lost margin. But these discrepancies can only be determined through a complete check-and-balance system based on complete data. Ventraq Business Analytics not only gives you that advantage, it also tells you precisely where they occur in both high level and local views, enabling you to either identify widespread patterns or drill down to the detail level for each individual source.

Best of all, because of its ability to normalize multiple data sets and maintain it in a centrally queried location, Business Analytics offers different individuals and departments a huge selection of "on demand" analytics. The incredible processing speed and easy-to-view dashboard and reporting mean better and faster decision-making throughout the enterprise.

Application	Issue	Solution	Benefits	Perfect for
Business Data Integration	Significant issues in accessing enterprise data for complete, accurate, and timely business decisions. Enterprise financial and operational reporting difficult to reconcile and requires extensive manual intervention	Create a common reference and data source with traceability and ease of access to source data.	<ul style="list-style-type: none"> • Elimination of multiple data repositories that support disparate systems • Reduction of infrastructure costs • Accuracy and traceability • "On Demand" and consistent results 	IT, Operations, Marketing, Sales, Engineering, Finance, Customer Service
Usage Revenue Analytics	Revenue leakage due to switch, mediation, billing or provisioning errors	Comparison and audits of detail records across all points of the billing process using extensive library of analytical business rules and reports	<ul style="list-style-type: none"> • Increased revenue and bottom line profitability • Reduced workload due to elimination of false positives generated by typical aggregated trending report • Faster resolution of issues with alerts, case management 	Finance, Operations, Customer Service
Usage Cost Analytics	Complex regulatory rules and contracts are very hard to validate based on summary level information potentially costing the carrier significant cost over charges; limited or misunderstood cost elements of a particular product/service/market	Detailed comparison and analysis of usage records and reference data across all points of the network and B/OSS process	<ul style="list-style-type: none"> • Decreased operations cost by focusing on high cost components of a product/service • Reduction of overpayments to suppliers • Faster resolution of issues with alerts, case management and detailed supporting data 	Finance, Operations, Network Engineering
Usage Profitability Analytics	Flat revenues with increasing costs; limited understanding of new products - margins and profitability	Business rules and analytical reports to identify cost drivers and related revenue for customer, market and product analysis to determine margin	<ul style="list-style-type: none"> • Focus on high margin products, markets and customers • Reduce costs and increase margins on performance laggards • Faster correction of low margin products by understanding of ROI at the discrete level 	Marketing, Finance, Sales, Operations, Network Engineering
Facility Profitability Analytics	Product margin is underperforming or its cost exceeds revenues by order of magnitudes	Auditing circuits, trunk assets, customer and other facility data for proper billing and cost management such as terminations not canceled and expensive terms	<ul style="list-style-type: none"> • Focus on high margin products, markets and customers • Reduce costs and increase margins on non performers • Faster correction of low margin products by understanding of ROI at the discrete level 	Marketing, Finance, Operations, Network Engineering

"On Demand" Business Analytics available throughout the enterprise (continued)

Application	Issue	Solution	Benefits	Perfect for
Interconnect Bill Management	Carrier disputes, high settlement costs and low revenue recovery from carrier claims	Analysis and audit of bills and EMI records at detail level and comparison with internal data; access to accurate data to refute claims or support billing	<ul style="list-style-type: none"> Recover lost revenue and reduce overpayments Faster resolution of claims and disputes = less legal and administrative costs 	Finance, Operations
Usage Analytics - Least Cost/Best Value Routing	Efficiently optimizing the network/partner agreements for Best Value Routing using all usage data not just samples	Aggregate data based on discrete events across the entire network for use by traditional LCR/Network Optimization applications	<ul style="list-style-type: none"> More efficient network utilization Reduced infrastructure costs Increased customer satisfaction 	Engineering, Operations
Pricing Analytics	Quickly and accurately determine price points for new products & service for profitability and competitive market capture	Business rules to analyze pricing changes, "what if" scenarios against actual usage data to predict margins and profit	<ul style="list-style-type: none"> Reduce new product/pricing introduction "mistakes" Faster correction of low margin products by understanding of ROI at the discrete level 	Marketing, Operations, Engineering
Settlement Analytics	Increasing number of multiple rate plans and contract updates plus accurate network inventory; carrier disputes, high settlement costs and low revenue recovery from carrier claims	Combination of Usage Revenue and Usage Cost Analytics provides a real time, full time monitoring and auditing system	<ul style="list-style-type: none"> Recover lost revenue and reduce overpayments Faster resolution of claims and disputes = less legal and administrative costs SOX Compliance 	Finance, Operations
Content Management Audit	Increasingly high content provider costs	Detailed data for discrete content event analysis for accurate reporting, payments and bills	<ul style="list-style-type: none"> Recover lost revenue and reduce overpayments Faster correction of low margin products by understanding of ROI at the discrete level SOX compliance 	Finance, Operations, Marketing
Wireless Subscriber Analytics	Understanding handset performance and subscriber behavior across the network including customer use of various handsets for the different product offerings and service provider portfolios	Detailed visibility and access to handset performance data and product usage across regions and markets	<ul style="list-style-type: none"> Identify poor performing handsets with excessive dropped calls and proactively approach customers with replacement plans Proactively renegotiate vendor contracts Evaluate the success of product offerings for specific users and handset types 	Marketing, Customer Care, Sales, Network Engineering
Hybrid Database	Easy, cost effective access to long term data storage	Access to both short term or real-time data as well as long term (7+ years) of historical data across the most economical storage medium	<ul style="list-style-type: none"> Reduce infrastructure costs SOX/Regulatory compliance Faster response to ad hoc queries on historical data 	IT, Engineering, Operations, Marketing

About Ventraq

Formed from the merger of longtime industry leaders ACE*COMM, TeleSciences, 10e Solutions and The Strata Group Inc, the Ventraq team has continually provided innovative solutions that gather, manage and analyze timely information from networks to help communications service providers maximize their billable usage and ensure profitability.

Ventraq solutions are deployed throughout the world and process billions of events and records per day for accurate billing and reliable revenue management. With extensive expertise in fixed, mobile, and cable environments, Ventraq has a global client base of operators and equipment vendors including AT&T, Bell Canada, Nokia Siemens Networks, GENBAND, Qwest, Verizon, SFR, T-Mobile, and TELUS.

Ventraq has locations in Mount Laurel, New Jersey with other locations in the US and UK and has been ISO 9001:2000 certified since 1996.

Contact Ventraq to learn how to unleash the power from within your data.



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