

### Benefits at a glance

- Determine profitability based on income vs usage costs
- Develop network planning and growth initiatives
- Early detection of fraud
- Market Intelligence for new services and marketing campaigns



## Performance Intelligence Center

# Prepaid KPI Service Package

### Business Requirement

Prepaid services have gained appeal with a much wider customer base because of their simplicity and lower commitment up front than postpaid services. However, the business model for prepaid services differs from other telephony services requiring service providers to carefully manage their business, network, technical and customer care endeavors with a keen attention to detail.

### Challenge

The desire for an end-to-end business view of customers is not being met as information is either not available from a recognized source, or is distributed among many disparate systems. Dashboards that present the data in an actionable format are missing from the inventory. These types of tools and capabilities are critical for proactive decisions that preserve customer experience, optimize network performance and maximize revenue streams.

### Solution

Tekelec's Performance Intelligence Center (PIC) processes and archives call detail records (CDRs) from the network, and uses these records for a variety of applications. CDRs offer a wealth of information that service providers can turn into lower costs and higher margins. The Tekelec PIC platform provides sophisticated tools that ensure errors are swiftly and accurately located so service providers can launch corrective actions before they impact customer satisfaction.

### Benefits

Tekelec's PIC platform offers custom reports that open new possibilities for profitability in a service provider's prepaid service business. PIC allows the operator to decide what data and reports are needed with an easy-to-use interface that provides historical and real-time network data to multiple users. A service provider is able to expand their prepaid service planning, management and marketing horizons by using the following reports provided by the PIC platform:

- **Prepaid QoS:** Analyze prepaid service QoS and usage patterns to determine profitability based on revenue versus usage costs. Additionally, Tekelec provides operators with visibility to call completion rates at any point in the network, thus ensuring customer calls are completed and network issues are identified.
- **Prepaid Error Analysis:** Analyze usage patterns by regions and end-points, while developing marketing plans that enhance profitability.
- **Prepaid Service Overload:** Manage prepaid service to develop network planning and growth initiatives.
- **Prepaid Runaway Calls\*:** Identify potential fraud early by analyzing origination data. The call data of each subscriber is mapped and analyzed to furnish accurate alarms and generate comprehensive reports.

- **Prepaid MoU\*\*:** Generate day-to-day usage reports for traffic analysis.
- **Prepaid Zero Balance Calls\*\*:** Generate day-to-day usage reports for traffic analysis.
- **Prepaid Signaling Traffic Analysis:** Generate week-to-week reports to identify trending in take rates.

\* Supported for IS826 only

\*\* Supported on CAMEL only

Note: The PIC system must have the following applications installed and configured: ProTraq, xDR Browser, Data enrichment, IS826 or CAMEL protocol monitoring and xDR builders.

## USE CASE 1 – HIGH RATE OF PREPAID CALL TERMINATIONS DURING BUSY HOURS

### Problem

A wireless service provider receives complaints from prepaid subscribers indicating that their mobile originated calls (between 5pm and 8pm) were terminated during call setup.

### Solution

Using Tekelec's Performance Intelligence Center (PIC), the service provider was able to quickly generate a prepaid call attempt and call completion report, which indicated half of the calls were terminated due to Service Control Point (SCP) overload.

### Benefits

The diverse reporting capability of the Tekelec PIC platform enabled the service provider to quickly gain visibility into the source of the SCP overload and take corrective action to recover the system. Swift resolution of service problems helps to improve customer satisfaction and reduce churn.

## USE CASE 2 – ZERO BALANCE CALLS

### Problem

A service provider's prepaid department observes their prepaid servers are busy and that the Minutes of Use (MOU) are not matching the number of calls.

### Solution

Tekelec's PIC solution offered a cost-effective, intuitive, easy to use reporting capability to provide a complete network view.

This enabled the prepaid platform team to quickly generate prepaid call attempts and create a call completion report that indicated a high percentage of calls were zero balance and were keeping the prepaid servers busy on non-revenue generating calls.

### Benefits

The diverse reporting capability of IPIC enabled the service provider to quickly gain visibility into the problem and create an action plan to reduce non-revenue generating call attempts and prevent network overload. As a result, the operator was able to substantiate their findings with detailed summary reports covering several instances, while routinely conducting traffic analysis to ensure ongoing compliance.

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