



Claridyne White Paper Series

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Enhancing Service Quality & Revenue Streams using ClarVantage™ Billing Platform

Claridyne brings innovative OSS/BSS solutions to communication and utility service providers by incorporating multi-service single-point integrated solution. ClarVantage™ is a flagship product suite of Claridyne which guarantees significant increase in revenue streams as well as customer loyalty through enhanced quality, and performance for next generation of service providers.

Claridyne Software
Revenue Assured



Enhancing Service Quality & Revenue Streams

Current Service Provider Market Scenario

Service Providers (SPs) are under increasing pressure to reduce costs, accelerate time to market, produce more revenue streams, and reduce the risks associated with their Billing and Customer Care operations, in order to remain competitive in current communication and utility services market.

Claridyne has built a powerful “standards based platform”, applications, and delivery mechanism to support the Technological, Operational, and Business needs of these SPs. This white paper describes the needs and requirements of next generation of service providers and how ClarVantage™ can address them to improve the Return On Investment (ROI) and reduce the Total Cost of Ownership (TCO) while allowing them to enhance quality of service and revenue streams.

Why ClarVantage™?

ClarVantage™, a flagship product platform of Claridyne provides a powerful billing and customer management solution for communication and utility service providers. ClarVantage™ is intended for providers of multiple services who desire new levels of power and flexibility in managing the core billing functions of their operations. It offers a robust set of product features for supporting many different services including On-Demand computing, VOIP, Web conferencing, Video/Audio Streaming, Cable/DSL, Mobile Wireline, and utility services such as electricity, water and gas supply etc.

ClarVantage™ radically simplifies Service Provider’s back-office infrastructure by providing a highly integrated platform, tools and applications that dramatically cut costs and complexity of operations and enhance revenue streams, by enabling rapid launch of new applications and services. It provides pre-integrated modules for Billing, Rating, Device Management, Subscriber Management, Customer Web Self-Care, Reporting, and Trouble Ticket Tracking System with Web-Services with back-office BSS/OSS systems.

Economic Requirements of Next Gen Service Provider

Reduced initial and ongoing costs

Most new SPs want to focus on the business of building their network and providing service. They are not necessarily familiar with the billing operations, and they do not have a large capital expenditure budget to acquire hardware and software to manage their complex billing needs. These next generation SPs (e.g. Mobile Virtual Network Operators – MVNOs) more than likely will use the facilities of other SPs and will be very keen on implementing a new generation of billing platform or outsourcing their billing operations using ClarVantage™.

Claridyne’s on-demand business model can reduce the SPs startup capital expenditure by an order of magnitude. The SPs can depend 100% on Claridyne for their business needs, instead of planning and acquiring the hardware, software, network facilities, data centers etc. needed for the anticipated growth projections.

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Reduced Cost of Operations

Claridyne can host the necessary applications in its secure data center and provide 24x7x365 support to the SP. The SP no longer has to make a large investment in the set up and management of hardware and software for their Billing operations. And with Claridyne's pay-per-use model, the SP is only paying for what they are using. The system can expand or contract per the needs of the SPs. Claridyne can reduce its own cost of doing business by off-shoring application maintenance and this means increased savings and reduced cost of operations to the SP clients. With the reduced upfront start-up costs and reduced cost of operations, the SPs can minimize TCO and maximize the ROI with Claridyne's solution.

Technological Requirements of Next Gen Service Provider

Performance and Scalability

Many of the billing solutions in the market place are adequate for small SPs, but usually fall apart as the needs of the SPs increase dramatically. Especially in case of a license sale, the SPs may not have much of a choice other than to write off their existing investments and selecting another BSS/OSS vendor. Claridyne has carefully designed the BCC applications that are capable of very high performance and scalability and grow with the needs of the SPs.

Integration with other BSS/OSS applications

Even the smallest of the bell companies (Cincinnati Bell), runs over 500 BSS/OSS systems. By contrast, only a handful of the applications are provided by any BCC vendor. This underscores the need for BCC applications to be standards compliant, provide a standards based integration mechanism to integrate with other BSS/OSS (mostly legacy applications running on mainframes) systems. With Service Oriented Architecture (SOA) and Web Services based approach Claridyne has adopted and with the patented technology residing in the Enterprise Service Bus, the complexity of integrating with other systems is greatly reduced.

Support for Convergence

As many SPs support the "triple play" services of voice, video, and data, it is fast becoming a requirement to support all these services and more in a single billing platform. SPs need the ability to quickly add new services and generate a "single bill" for these services without a lot of custom coding and without having to "glue or staple bunch of bills". With the support for business rules, platform provides the ability to create and dynamically modify the new services and provide a single converged Bill.

Applications A-la-carte

Many SPs have already made choices and big investments in some of their BCC applications. They are not looking for a forklift replacement of their existing BCC applications, which poses a substantial risk of disrupting the operations. SPs are looking for the flexibility of replacing only the applications that no longer meet their needs. With

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Claridyne's Web Services based architecture and approach, an SP can go to market with a set of services/applications, and choose to gradually add additional services/applications, thus reducing the overall risk.

Operational Requirements of Next Gen Service Provider

24x7x365 Support

Claridyne supports the BCC and other applications housed in state of the art data centers 24x7x365. Claridyne has System Administrators, DBAs, Application SMEs on staff to continuously monitor BCC applications and act on any alerts generated.

Support for High Availability and Disaster Recovery

SPs are keen on minimizing the downtime associated with catastrophic system and/or application failures and are looking for high availability and disaster recovery options. Claridyne provides these services at an additional cost.

Software Certification Program

A world-class product like ClarVantage™ is only as good as its implementation. To configure and install ClarVantage platform requires properly trained and experienced staff to ensure that the project is completed on time and to specification and to ensure the customer maximizes their overall investment. In order to help Claridyne's customers and partners, we have established a Certification Program to train enrolled individuals on their Claridyne implementations and upgrades. Available to Claridyne's customers, system integrators, and technology partners, the Claridyne Certification Program offers training and testing for professionals whose job functions include the installation, implementation, and configuration of the Claridyne Billing and Customer Management platform. For more info, please contact us at +1 (510) 402-4301 or send an email to cert@claridyne.com

Capitalizing On New Waves of Opportunities

As MSOs, ISPs, and traditional wire-line carriers are all honing their triple-play strategies and offerings, is a service like VoIP going to be a differentiator? What will prevent consumers from simply switching providers every time a cheaper VoIP plan emerges? What are some VoIP providers doing today to distinguish them-selves from the competition and gain a competitive advantage? These questions clearly have no answers today but they will in very near future!

Conclusion

The Economic, Technological and Operational requirements mentioned above along with the following market drivers are changing the way BCC applications are constructed and delivered:

- Support for rapid service creation & delivery
- Support for pre and post paid and for convergence in a single BCC system
- Support for high performance and scalability necessitated by large data volumes due to next gen services as well as consolidation in the Telecom Industry, resulting in SPs with tens of millions of subscribers
- Need to reduce TCO and maximize ROI

SPs are looking to partners and vendors who can understand their billing needs and have an application platform for integration, rapid service delivery, and ability to grow with their needs.

Claridyne has technologically advanced services, applications, and integration platform and with licensing, On-Demand, Pay-Per-Use model, will address the pain points faced by the next generation of Service Providers.