

## Revenue Assurance Techniques

One of the key advantages of ZIRA Billing and Revenue Management is Internal Controlling System for timely and accurate Billing and RM processes. Basically, Internal Controlling System's main function is to ensure that everything that should be billed for is billed, and it is billed correctly and in timely manner. Controlling system is inbuilt in Billing and RM processes itself, so it should be considered as native to ZIRA Billing and Revenue Management.

## Implementation Approach and Integration Framework

With large number of interfaces developed and integration experience ZIRA has established so-called Dock-In approach. ZIRA Dock-In approach guarantees smooth implementation with probe period and roll-back without downtime or impact on business, regardless of direct or transparent usage of our solution, covering all necessary data conversion and migration processes. This is a well planned option for phased swap-out of legacy billing or parallel running of the legacy system and new components plug-ins.

ZIRA offers low installation/integration project costs utilizing Integration Framework based on set of well-defined APIs for the interaction with other ZIRA and/or third-party components. Transactional APIs are wrapped and exposed as Web Services (WS), enabling SOA based integration and true business process orchestration using BPEL and ESB as an underlying technology.



Our Solutions for Your  
Business Excellence

## About ZIRA

ZIRA was founded in 1995, and has since established itself as a leading ICT Company in the region and beyond for Telecommunication industry, focusing on BSS/OSS.

We have always been on the leading edge of providing our customers with products and solutions that keep them ahead of their competition. ZIRA provides enterprise products that scale to the largest service providers needs.

By providing flexible, innovative technology, and fully up to standard and recognized solutions, we help our customers reduce costs by consolidating complex operations while growing their networks and service offerings to generate new revenue.

Our products are built on component technology, which enables companies to effectively manage billing accounts and customer relationships, while provide the best platform for the next generation of telecommunication services. Our products offer business integrity, convergence, greater efficiency, and cost effective growth.

Our innovative and unique solutions address the needs of both emerging and established Telecoms by providing market know-how at a fraction of the cost.



For more information about how ZIRA distinctive solutions and services can help you achieve high performance by creating, developing, delivering and managing innovative services more efficiently and effectively, please send us an email to : [info@zira.com.ba](mailto:info@zira.com.ba) or call +387 33 296 680

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# ZIRA BILLING AND REVENUE MANAGEMENT



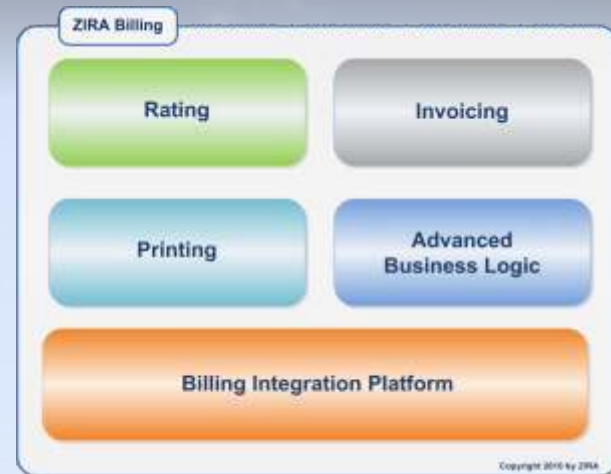
**ZIRA** approach to design of Next Generation Billing System and Revenue Management includes carefully managed standard-based integrated solution. The solution is fully aligned with key frameworks of TM Forum's NGOSS initiative: enhanced Telecom Operations Map (eTOM), Shared Information Data/Model (SID) models and Telecommunication Application Map (TAM), utilizing SOA, as important architectural principle opening solution to the SaaS deployment options.

Beside innovative concepts and on-the-edge technology stack, our approach is based on full understanding of the all CSPs' challenges, issues and concerns connected to transformation imperative and alignment to ever-changing market needs. **ZIRA Billing & Revenue Management** is a solution that can support a faster transformation, able to speed time to revenue through comprehensive monetization, efficient customer management and integrated architecture built to remove complexity.

To fulfil its promise of the total solution **ZIRA Billing & Revenue Management** is designed as modular, pre-integrated solution, able to monetize the real-time experience across pre-paid and post-paid subscriber base with support for different business models: Service Provider (SP), MVNE, MVNO, Content/Service/Application Provider using Third-Party Billing and Revenue Sharing options as an add-on to the standard retail business support.

## KEY SOLUTION BENEFITS:

- Creates new revenues through the flexible rating and charging schemes
- Faster respond to competition and their initiatives using powerful bonus, discount and loyalty program schemes
- Full support for Bundled products and respective pricing models including cross-product discount options
- Faster, simpler configuration of new products and customer specific handling
- Minimize cost while preparing to launch new services
- Achieves business agility through faster time-to-market and time-to-revenue
- Prevention of Revenue Leakages using powerful Internal Controlling System
- Simplifies business processes and operational procedures
- Rich Account Management features
- Comprehensive customer's behaviour analysis in terms of service usages and payment habits.



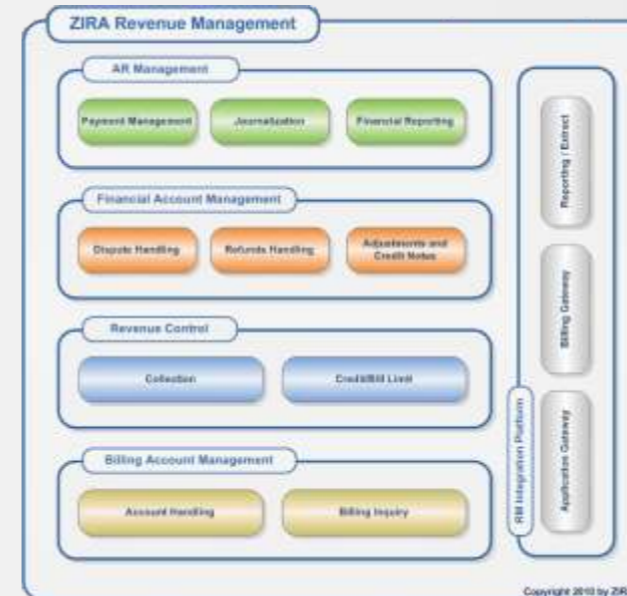
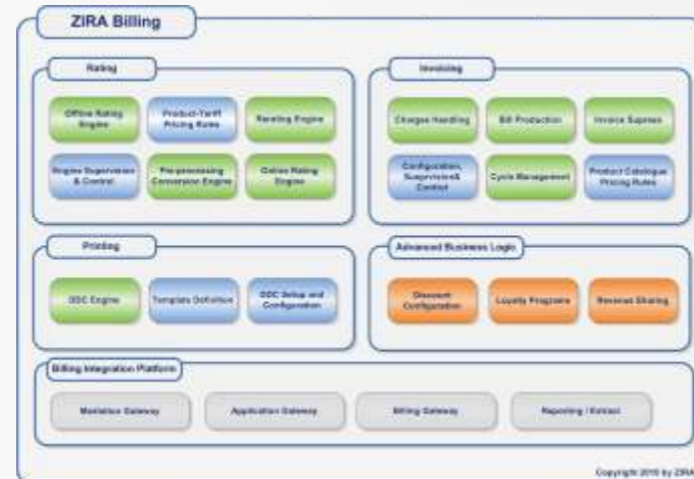
ZIRA has pioneered a user friendly Billing System, manageable by business and IT teams alike. Complex system activities and operations can be controlled and monitored through the user-friendly web application that significantly simplifies daily routines and minimizes complexity of the operational procedures. In parallel, for business people, GUI based configuration of the complex engines enables easy provision of new and innovative tariff and pricing models together with flexible payment methods.

Revenue Management component represents a functional platform for the operator's financial administration of customer accounts. This component is a central point of revenue collection and interfacing to General Ledger functionality. Such component functions give it a significant importance in internal and external CSP relationship. It maintains customer contract balances, record new invoices, payments, credit/debit transactions, collection and credit control routines with highly-parameterized configuration.



## Key product features:

- Wire line, wireless, 3/4G, xDSL, VoIP, IPTV, NGN services
- Real-Time Rating and Control
- Re-rating, Recycling, Duplicate Prevention
- Bill Limit functionality acting as a Cost Control mechanism
- Unlimited number of Tariff Plans and services
- Flexible Discounts, Bonus options and Loyalty programs
- Support for bundled offerings and cross-product discount schemes
- Efficient Management of customer and service data required for billing
- Convergent Bill for next generation services with Grouping and Split options
- Flexible Bill Layout Design, format options and delivery methods
- Multiple Billing Cycles/Periods support
- Native Revenue Assurance Techniques



## Key product features:

- A/R management and open-item balance management
- Payment Handling
- Adjustments and credit notes handling,
- Write offs and transaction reversals
- Interest calculation,
- Maintenance of deposit accounts
- Transfer of balances from deposit heads to amount outstanding
- Revenue Control Loops based on different Collection Paths
- Credit Limit functionality acting as Credit control.
- Pre-defined Interfaces to number of third-party GL systems
- Multi-currency and different taxation rules support

Solution is not confined to a limited set of service types, or payment methods (pre-paid, post-paid). Our Rating Core Engine is able to rate the latest services demanded by the market with simple and easy customization, thanks to its Metadata Repository describing input formats of the xDRs combined with standard Diameter or Web Service (WS) interface implementations, supporting evolution towards future networks. This provides increased flexibility to quickly add and configure new services with quick time to market like SMS, MMS, VoIP, IP, IPTV, and other latest market demanded services. Additional value added services can easily be customized as well as be rated. Rating Engine

The Advanced Business Logic support provides an excellent value add for the customer as well as adding more flexibility in how CSP's can apply new, or quickly change exiting, pricing policies. Discount, Bonus and Loyalty programs are of great importance to service providers whose profitability depends on their ability to introduce attractive, innovative services.

ZIRA approach to Revenue Management is straightforward and innovative. According to ZIRA beliefs, good and successful managed customer's relations have a significant influence on revenue, so in the system ZIRA offers tools for effective customer management and personalized treatment. We recognize the need for customer classification at the market, and provide special handling for certain customer's classification in other to suit their and operator's needs. With this in mind ZIRA goal is to provide the best cooperation between customer and operator. To support mentioned functions ZIRA adds high parameterization for the important handlings (payment handling rules, different collection paths and escalation rules, due dates, interest rates; in line with customer's classification) that enables telecom operators to adjust to customer requests and business needs.