ISO 9001 Registered KPMG Quality Registrar

The Quality Advantage

BrainRoots

Solutions

Agenda

- Brainroots & Customers
- Product Portfolio
- UltraBill – 3.0
- Brainroots Expertise
- Brainroots Success Stories
- The BrainRoots advantage

Brainroots Profile

•BrainRoots Solutions (Pvt.) Ltd. is an IT Product and Consulting Organization promoted by IIT/IIM alumnus, focusing on Mediation, AAA, and Convergent Billing & Customer Care.

•BrainRoots has been listed in the Deloitte *Technology Fast* 500 *Asia Pacific ranking*.

•BrainRoots is also an ISO 9001:2000 (KPMG) certified company.

BrainRoots has strategic partnerships with the following:

Supporting International CSPs

2 years

of experience delivering to Tier 1 & Tier 3 CSPs

Brainroots Product Portfolio

ULTRA*BILL* 3.0

Product Catalog	•Pricing Tool
Revenue Management	
Mediation	•CDR Collection •AAA Redius
CRM	•Self care •Account Management and access levels •Trouble Ticketing
Order Fulfillment	•Order Management •Pin Management •Inventory Management
Billing and Rating	•Enhanced Rating Engine •Automated Billing and Invoice Generation
Partner Management	•Dealer Functionality •Commission Functionality
Service Fulfillment	•Basic •SNMP •Interfaces •Bandwidth Manager
Reports	•Basic

Product Architecture

UltraBill – 3.0 1

TRULY CONVERGENT BILLING SYSTEM

- Retail / Inter Connect Billing
- IP/ TDM/ Wireless Billing
- Real-time billing
- Well defined Open API for ease of integration
- Distributed architecture, web based, use of standard protocols
- Scalable and Robust
- In-built radius and LDAP interface
- 100% Java. Can work with Linux/MySQL or Windows NT/Oracle

UltraBill – 3.0 2

- TCO
- ROI
  - Cross Domain Promos
  - Proven for Monetary and Non Monetary Resources
- Rating and Billing, Settlement
- Easily Maps with clients Business Plans
- Flexibility in growing competitive market
- Multiple Services
  - Cable,, DSL, Wireless etc.
  - Virtual Billing and Branding

Brainroots - Technologies

- J2EEE architecture and framework
- BrainRoots has experience in live deployments on:
  - Sun Solaris, Linux Redhat
  - Oracle, MySQL, DB2, PostGres
  - Capabilities in the J2EE Framework include deep experience in:
    - Struts
    - EJBs
    - XML
- Other areas of expertise
  - IBM Tivoli, Open LDAP, Netscape SuiteSpot
  - C/C++ Capabilities, PERL

Brainroots - Middleware Used

- **MQSeries** – EAI platform used in making disparate systems talk to each other using XML tags
- **Vitria BusinessWare** – As an Order Management and Provisioning engine for interfacing with a BSS system downstream.
- **Fiorano Tifosi** – BrainRoots is an implementation partner for Fiorano, a market leader in the Java Messaging Bus space, who is promoting its EAI product Tifosi in the Middleware space.

Brainroots - Application Servers

- **WebSphere** – UltraBill
- **Pramati** – UltraBill
- **Tomcat** – Deployed by a large carrier in Mumbai for its Customer GUIs

Brainroots - Third Party Applications

BrainRoots has extensive experience with integration of third-party OSS/BSS systems.

- **Infranet** – BrainRoots is a prime implementation partner for Portal. We have done over **10 implementations** of pre-paid or post-paid BSS systems on Infranet.
- **Kenan** – BrainRoots has limited experience on the Kenan platform.
- **InterConnect** – BrainRoots has implemented the system that includes setting up Rate Plans for each partner, Hubbing, Refile, Invoicing, Settlements, CDR Bashing.
- **CDR Collection and Enrichment** – **C**omplete process of CDR collection, Enrichment and Normalization (E.164 Number Formats, Time Zones etc) through the Integrate platform of Portal Software.
- **Xacct** – Interface with Xacct and BSS was implemented for a carrier in Singapore

Brainroots – Available Interfaces

- **Interface with the legacy A/R systems**
- **Interface with Vitria** – we built a real-time interface between Vitria and the downstream BSS for exchanging provisioning information.
- **Interface with Credit Card Payment Gateways**
- **Interface with SMSC** – Implemented a real-time interface between the SMSC and BSS for a large provider in Australia to enable pre-paid and real-time SMS billing.
- **Interface with Ericsson IN platform and Ericsson MMSC – For a** leading Telco in New Zealand
  - Real-time rating from the Ericsson MMSC to the BSS
  - The rated events exported in real-time from the BSS to the IN platform
  - IN Platform deducts pre-paid balances in real-time.

Success Story
EStel

Estel is a leading provider of wholesale services, especially to other ISP and Call Centers that includes leased line and broadband access solutions. It also delivers VoIP calling services to call centers.

Estel choose ***UltraBill***, the convergent billing platform to effectively bill for their VoIP service.

The following functionalities were deployed by BrainRoots :

- Zone based rating for different kind of CDR formats
- create bill any time
-Customer care interface with ability to view invoices & view usages
-Tiered access interface
- Different beats, and different rating models for each customer
- Scheduling process for automatically triggering the mediation activity

Success Story
Bayantel

Bayantel is the third biggest operator in Philippines providing fixed line, national long distance and international long distance services and ISP services in all provinces of Manila.

The client was operating three different in-house systems for interconnect settlement with over 110 partners with over ***15 million CDRs per month.***

Solution

- **Post Mediation and Ratin**
- **Billing**
- **Dispute management**
- **Trading**
- **Revenue Assurance**
- **Reporting**

Success Story
Global Media Online

An ISP based in Japan that is currently providing dial up and email service to about **150,000 people** all over Japan.

Description of work done

- **LDAP Implementation for Mail and Web Servers**
- **Radius Implementation**
- **Provisioning and Workflow System Interface**
- **Custom Interface with Payment Gateways**
- **Web based Registration and Account Maintenance**
- **Internationalization**

Success Story
Now (India)

NOW INDIA (An ILD provider in India)

BrainRoots Solutions undertook the complete installation and customization of InterConnect Billing.

Solution

- **Price Plans and Rating Engine** - Zone based pricing, time of day pricing and QoS. The rating had to be highly scalable to enable the rating of 1 Mn CDRs per day.

- **Aggregation and Billing -** Aggregated on the basis of carrier, zone and date. Billing an Invoice presentation is done based on the rated CDRs. The invoices are generated in real-time using the XML format.

- **Least Cost Routing**

- **Payments and GLIDs -** The system can take care of Payments made by the partners, as well as interface with the Accounting Packages through General Ledger IDs created in the InterConnect system.

- **Audit and Reconciliation**

Success Story
Vodafone

- **Vodafone K.K. Japan**

Vodafone K.K. was implementing the new billing system under Accenture and BrainRoots resources worked with them in implementing specific functionalities for re-rating and volume discounting.

- **Vodafone,New zealand**

Vodafone New Zealand was starting MMS Service. A solution was deployed for real-time rating from Ericsson MMSC into Infranet and then exported to the prepaid and the post paid billing solution. A real-time interface was developed with the prepaid billing solution to deduct balances real-time.

Success Story

Now

NOW (Network of the World) is one of the biggest ISPs in the Asia-Pacific region. Brainroots has worked on several consulting assignments in Infranet (the ISP billing solution that has been implemented by NOW).

- **Customization to incorporate tax, streamline payment processes and Invoicing**
- **Auditing and logging to plug revenue leakage**
- **Performance tuning and QA**

How BrainRoots contributes

Brainroots Products advantage

- Low TCO
- Reduce time-to-market. Instant creation of new pricing plans
- Bundle Services – Cross Product Discounting.
- Abundance of local resources
- Out of box solution availability – single platform
- Lower customization
- Easy implementation
- Easy and timely validation with Clients
- Availability of Indian Development Center, 24X7 support

The Hosting Model

•More predictable, fixed costs for customers. With the on-demand setup, *users will pay only for software actually used*, which changes with variable demand.

•*Reduced setup and configuration time,* and greater operational simplicity.

•All *upgrades* applied to the hosting provider/ASP site-based servers. No need for client or desktop upgrades.

•*Limited funds required for initial startup*.

•Reduced need for *internal IT support*.

•Enterprise applications maintenance performed automatically by external experts.

Summary – Ultrabill is the right fit !!!

- Integrated Solution
- Low TCO (Over 5 Years)
- High ROI (10-12 Months) - Pricing based on QoS
- Proven Rating, Billing & Settlement Solution
- Single Account for Multiple Services
- Over 80% Out of the Box Compliance
- Low Risk – High Reward Solution

Summary – Ultrabill is the right fit !!!

- Commitment to India Market
  - Large Development, Services and Tech Support Center
  - Large Customer Base includes both domestic & international
  - Expanding Operational Manpower
- Leading Billing Vendor for IP Segment in India
- Big Pool of Resources having expertise in Telecom BSS
- All Technical documents are prepared on the basis of specification of ISO: 9001:2000 & controlled by KPMG.

Contact-us

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