



Case Study : Estel Communications

**CDR based billing for Estel**



## Introduction

BrainRoots is a leading provider of Convergent Billing and Customer Care Solutions in the Indian Telecom and ISP space. Its flagship product UltraBill has been deployed as a convergent billing system delivering real-time as well as CDR based billing options.

Estel is a leading provider of wholesale services, especially to other ISP and Call Centers. It has a wide presence in the North Indian market and delivers leased line and broadband access solutions to its clients. It also delivers VoIP calling services to call centers.

After the deregulation of Managed VoIP service in April 2002, Estel has started the corporate VoIP service for corporates as well as call centers. This enables them to make international voice calls through the Internet at a fraction of the cost of the ISD call charges.



## CDR Billing for Corporate Clients

To bill their customers for the VoIP service, Estel had to deploy a solution that would take the Call Data Records from their remote Gateways, and load the usages and generate the bills. The solution had to be able to provide Mediation functions also, so that the raw CDRs could be converted to standard formats and then processed.

Estel chose UltraBill, the convergent billing platform of BrainRoots solutions to effectively bill for their VoIP service. UltraBill was able to take any format of CDRs and load them into the system to generate accurate usages and invoices for the clients.

The following functionalities were deployed on Sun hardware

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



## Unique Business Model

Estel was unsure of the potential of VoIP service at the time of the commencement of the services. Thus, it did not make economic sense for them to make significant investments in billing solutions upfront.

Keeping these constraints in mind, BrainRoots offered an attractive profit sharing model to Estel, based on the revenues generated by them. This gave a win-win situation to both parties, and kept the investment risk down to a minimum. These innovative models are in keeping with BrainRoots' philosophy of working closely with the client, understanding his needs, and delivering solutions to help the client enhance its operations and revenues.



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