



# UltraBill™ IMPLEMENTATION

## UK BASED “BT RESELLER”

(A Case Study)

Prepared By :

# CLIENT

The client is a BT Reseller in the UK.

They wanted a Customer care and billing system to interact with their suppliers, partners, resellers and the customers.





# AIM OF THE NEW SYSTEM

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- A system that has all the required functionality ***out-of-the-box***.
- Flexibility*** to continue to add and make changes ensuring continued business
- Scalability***, to ensure client can successfully manage their growing database
- Simple and ease to use*** so anyone can do anything and not require an IT qualified person to run systems or make simple amends to data
- Fast turnaround*** on additional development required to system or faults/bugs
- A suite of daily, monthly and quarterly ***business reports*** which can be easily extracted.





# THE CHALLENGE (1)

## SALES CHANNEL MANAGEMENT

As a company, the client has a network of “Partners” which sell on their behalf and get success based % commissions on their sales. The system has to provide the following to help manage and inform the channel:

- These Partners are contractually bound to achieve certain sales targets, which the new system will track and report on.
- The new system to provide Partners with an extranet (as explained in the web specification), which contains information to aid sales plus a customer information suite which Partners use to input new customers and view the progress of orders. The client should also be able to display the commission statements of their Partners.
- Partners will be able to access their extranet and download a wizard which will guide them through building a simple co-branded or white labeled information page web site explaining the deal with an online form. These pages can be accessed via a link from the organization’s web [site. www.brainroots.com](http://www.brainroots.com)

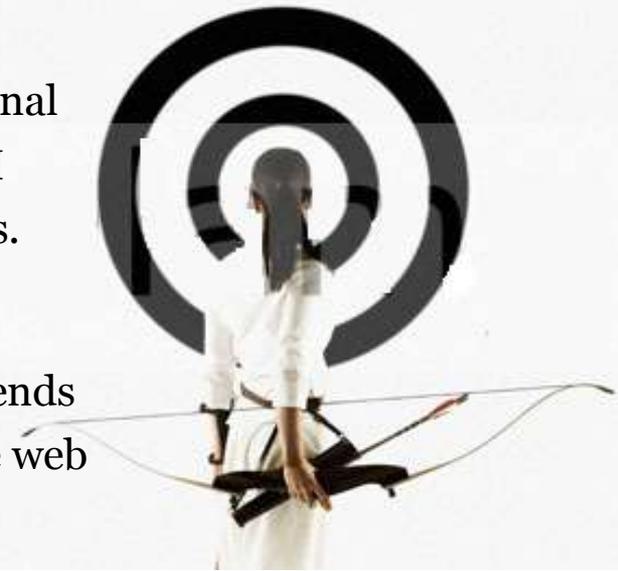




# THE CHALLENGE (4)

## WEB SPECIFICATION

- The site will offer an order form for order acquisition which will populate a customer record on the CRM system and can be viewed on a new order screen.
- The site will service existing customers with information and options on other products
- The site will offer an extranet where customers can log on and view information relevant to their account.
- The site will offer an extranet facility to affiliates for them to log on and view reports and data relating to their account and customers
- The site will allow customers and Partners to edit personal data which will populate an updates screen on the CRM system and be recorded on the customers account notes.
- The web site should also be easy to update and all parts should be accessible to facilitate changes and make amends whenever necessary i.e. have a back office system to the web site.





# THE CHALLENGE (4)

## ACCOUNTING SYSTEM

- Ability to allow for part payment & mark accounts paid when cheque or late payment received. Ability to make write offs once pre-approved.
- Generate credit notes with customer details within and record them to his account.
- All daily transactions e.g. cheques in, direct debits in, credit card payments, should be batched up daily with a batch number that can then be accessed by operator to view each day's incomings. The outgoings such as credit notes should be batched daily also.
- Whenever billing takes place, the customer ledgers should record the amount invoiced as a debit. When received, it is recorded as a credit to balance the account to 0.00.
- The bank will inform the system electronically of DD failures and once received, the client should be able to upload and populate the sales ledges accordingly.
- *Automatically send email* to customers whose DD has failed (unless postal customer) the first credit control.
- *Aged debtors* needs to be displayed.

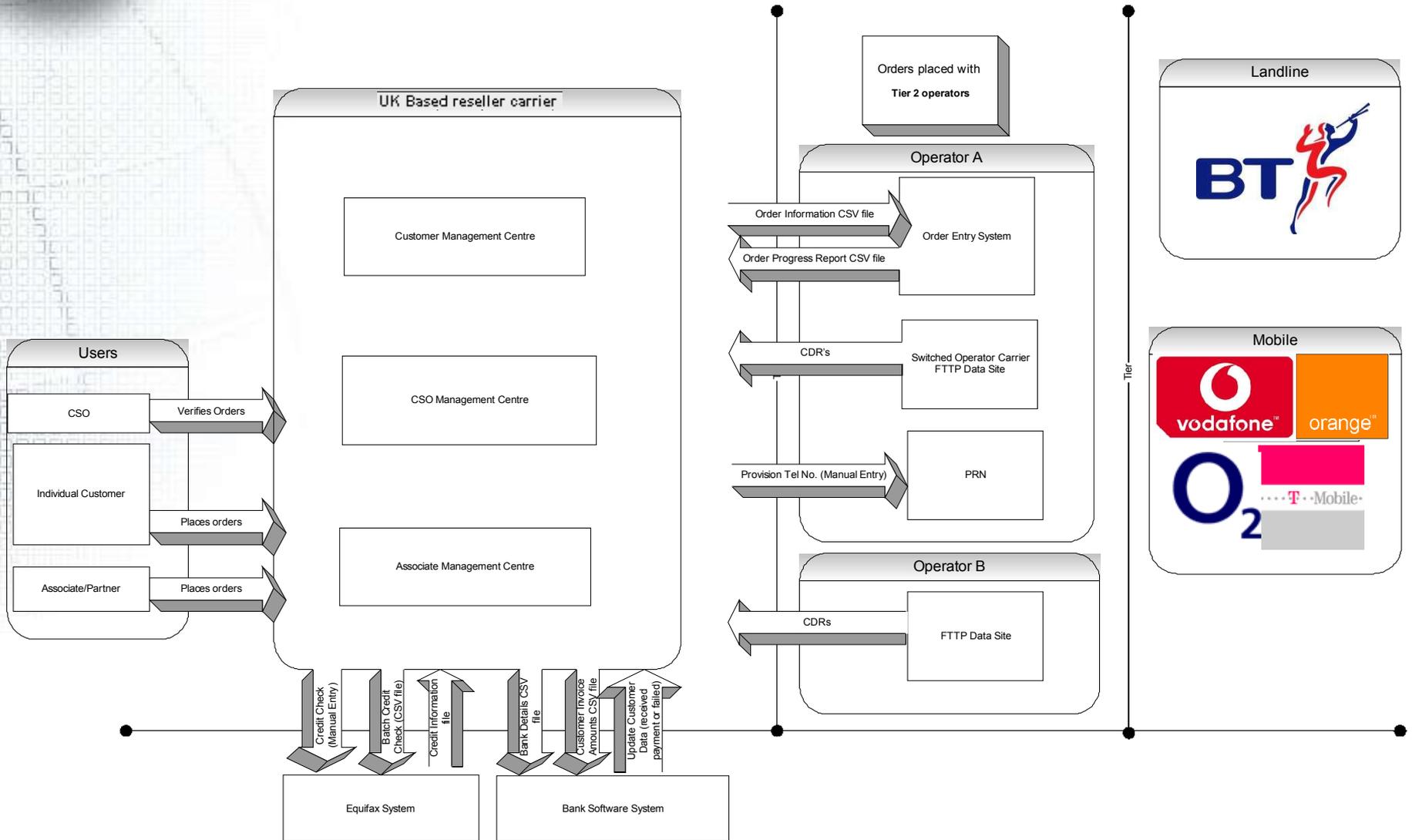


# SOLUTION DESIGN

Tier 3

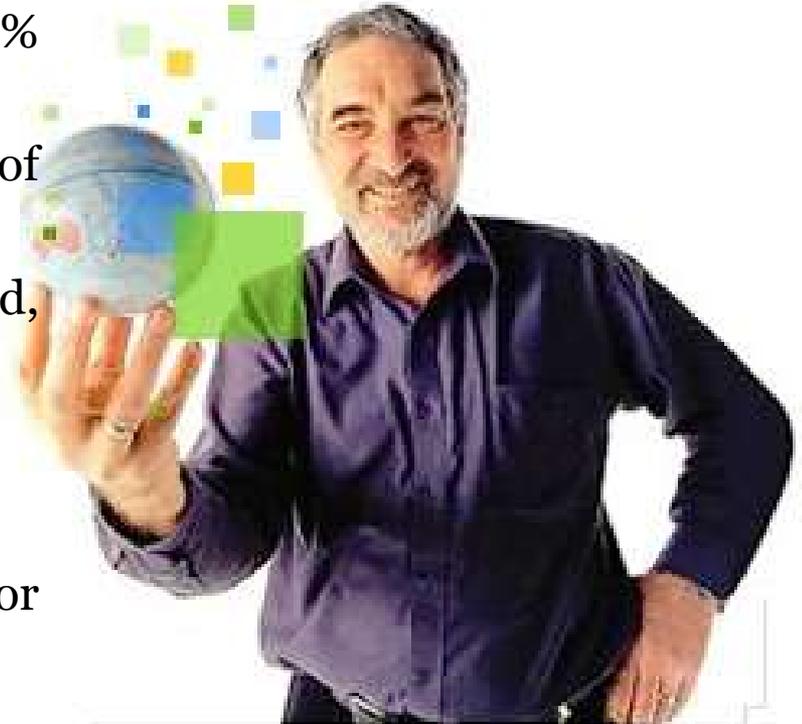
Tier 2 Operators

Tier 1 Operators



# ULTRABILL - TECHNICAL ADVANTAGE

- Modern 3 tier technology (100 % Java)
- 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
- Can work with Linux/ MySQL or Windows NT/Oracle





# IMPLEMENTATION

BrainRoots implemented UltraBill for the client to provide them the following functionalities:

- ***CDR Collection and Rating***
- ***Branded User Interfaces***
- ***Order Management***
- ***Provisioning***
- ***CRM***
- ***Interface with supplier carriers***
- ***Interface with external systems for payment and credit checking.***
- ***Branded Invoicing functionality.***
- ***Commission functionality.***



# IMPLEMENTATION (i)

## User Interfaces

There are three different kinds of interfaces implemented:

- Customer Interface
- Partner Interface
- CSR Interface



## Order Management

Customers and Partners can place orders in the system through online interface. The CSR can then check the orders for correctness and on approving the credit check, can convert them into accounts. The system provides partners the functionality to save unfinished orders and complete them once they have all the information.

## Provisioning

Since the client is a switch-less reseller, for each order they have to interface with the supplier's (carrier with switches) order management system. This system is a two way interface to provide the information of new orders and update the information in the billing system, when the order is provisioned.

The billing start date is provided by the provisioning system in the return message. Depending on the billing start date, the monthly charges for that month are be prorated.



# IMPLEMENTATION (ii)

## CDR Collection

Multiple types of CDRs are collected from different types of switches through FTP process, convert into a common format (CDR Enrichment and Normalization) and then the CDRs are sent through the flexible rating engine to be rated for each user.

## Rating

- Fixed Monthly Fee for plan rental
- Peak and Off-Peak rates based on Time of Day – Peak rates are during working hours on weekdays, and off-peak rates during evenings and night weekdays and on weekends.
- Zone based rating for International Calls (based on Area Codes)
- Zone based rating for Domestic Calls (based on distance between the area codes)
- Volume Discounts based on minutes of calling per month
- Configurable Pulse of calls based on call types
- Rounding rules at billing time
- Tax application at billing time – Flat rate of taxation



# IMPLEMENTATION (iii)

## **CRM**

The system provides the functionality to record all interactions with customers in terms of email, invoices, disputes or any calls from the customers. All these interactions can be looked up by the CSR when they get a call from the customer.

## **Branded Invoice Functionality**

The system allows the user to configure a different branded invoice for each of their partner. The invoice also calculates the charges of the carrier and shows the savings that the user has each month, compared to the competitor.

## **Commission functionality**

The system calculates commissions for the partners based on the payments received by customers. The commission is calculated using a multi-level marketing model, where different percentage of commission based on the level of hierarchy of partner in the system can be defined.

The commission is directly credited to the partner's account using the direct debit interface. Partners can view their commission using the online partner extranet interface.



# ULTRABILL - VALUE PROPOSITION

- **Reduced TCO** due to product based solution.
- **Quick ROI** due to use of proven software.
- **Optimized costs:** Offshore software development offers tremendous cost savings, in some cases the 30-50% on the software services budget.
- **Offshore development** gives the customer the advantage to access state-of-the-art development facilities with skilled resources.
- Documentation based on **ISO : 9001:2000 & supervised by KPMG**

