



ventraq®

Enhancing Your Customer Experience

Ventraq provides large-scale data integration, business analytics and personalization solutions for communication service providers (CSPs)

- Integrate data sources, analyze data to enhance operational performance and make the data available for multiple users and systems across the enterprise
- Offer subscriber web-based self-care solutions for traditional and next generation communications



Ventraq provides large-scale data integration, business analytics and personalization solutions for communication service providers (CSPs).

These solutions enable CSPs to integrate all their data sources, analyze the data to enhance their operational performance, make the data available for multiple users and systems across the enterprise and offer subscriber web-based self-care solutions for traditional and next generation communications. With Ventraq's industry-leading ability to transport, manage and analyze vast, complex volumes of event and event-related data, mobile and converged service providers can truly optimize customer value. Value from customers who are selecting the most profitable, cost-effective services you offer. Value for customers as they select the most relevant and desirable services all the while enhancing their customer experience.

Ventraq solutions enable the delivery of highly profitable, personalized services while assuring the integrity of service providers' margins and revenue streams with real-time visibility into business performance. We don't just provide insight into what's going on, but why, and how to quickly capitalize on the insight.

Ventraq Service Provider Customers:

Gain true knowledge of operational performance

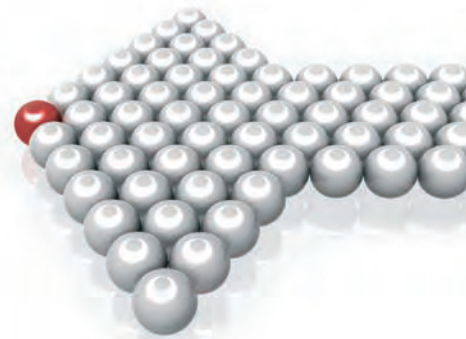
Improve the customer experience and increase loyalty

Compete more effectively

Enhance profitability

Maximize revenue by ensuring integrity of revenue stream data

Improve cost control through greater operational efficiency



A Suite of Performance Enhancing Solutions

Ventraq solutions transform massive data into information, use information for power, create uniform corporate visibility and increase customer satisfaction. Our solutions enable service providers to more quickly:

- Transform event and event-related data into business insight and more effective service delivery (enterprise-wide solution usually deploys in one-quarter of the time it typically takes others; then generates on-demand reports seven times faster than standard reporting schemes)
- Leverage event and event-related data to target and deliver market insight supporting enriched, personalized services
- Enhance customer satisfaction and loyalty with more subscriber controlled services as a result of analyzed customer behavior
- Gain deep visibility into usage trends and network engineering performance to ensure cost-effective operations
- Generate real-time event data processing for accurate billing

- Assess revenue leakage and pin-point root cause anomalies
- Deliver detailed analysis of interconnect charges for regulatory, trading, dispute management, security, traffic and profitability reporting

Specific solutions and technologies for communication service providers include:

Business Analytics - using the industry's most innovative platform, BIAS, to gain unprecedented visibility into customer and business performance

Dynamic Mediation - using the world's most flexible, network-independent engine, EventDynamics®

Content Filtering and Spending & Usage Controls - advanced framework for limiting access to content, services and usage allowing parents to restrict access of their children and for enterprises to rein in employee mobile usage

Customer Self-Serve - using C3C® to give control back to the customer and reduce churn

Why Service Providers Choose Ventraq

Over 40 years of telecom solutions

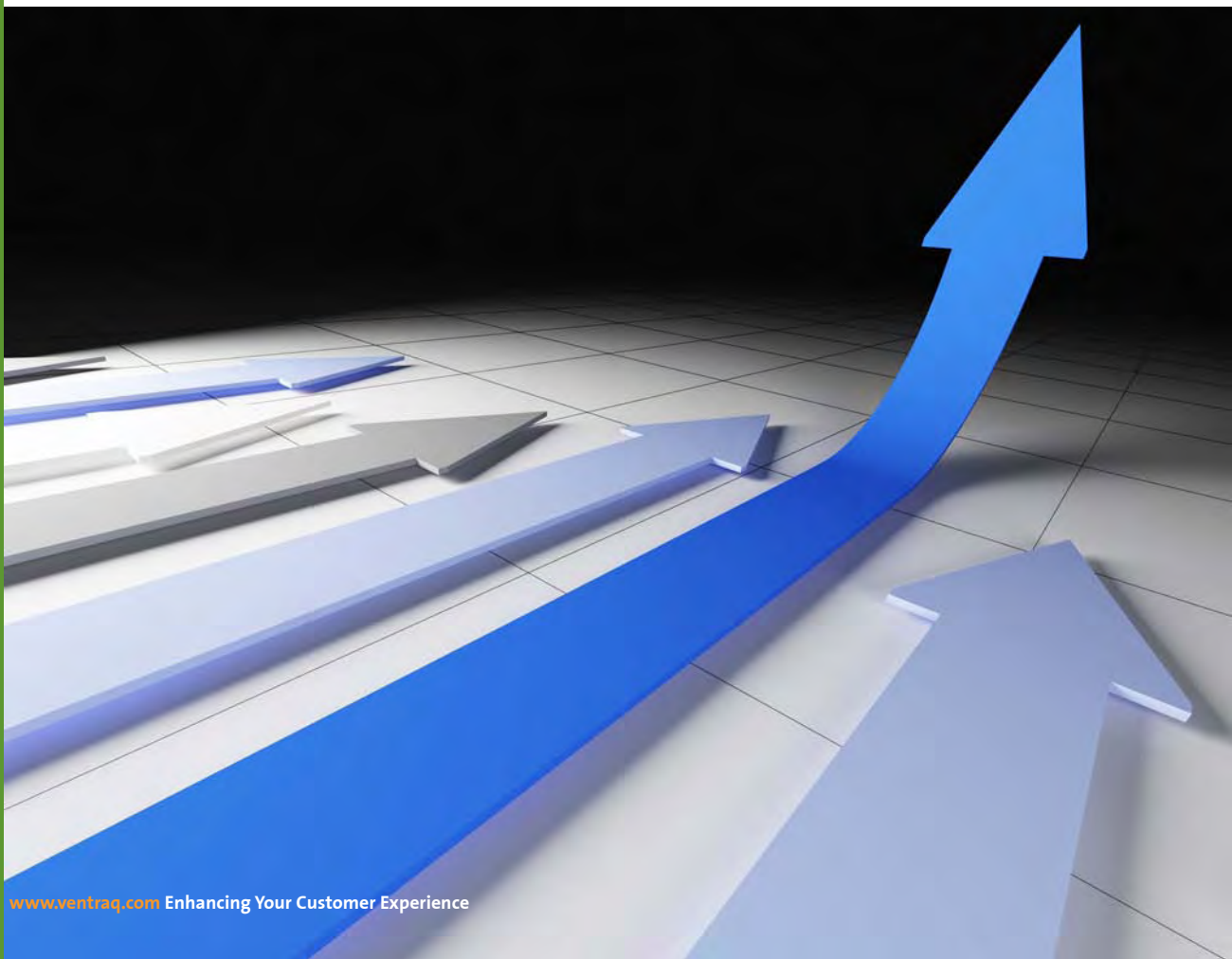
Uniquely focused on service providers and their event data, with deep domain expertise in business rules and record formats

Solutions-based management and analysis at the individual record level - not trending based on cursory data review

First and most experienced in leveraging the power of MPP (massive parallel processing) database architecture to quickly deploy and launch enterprise-wide on-demand analytics

Highly reliable, flexible and easily scalable to meet growing event data volume

Ability to collect, mediate, store and analyze every data field from every record



Business Analytics

The business analytics solution offered by Ventraq is a suite of applications based on an enterprise data integration platform called BIAS. This innovative platform amasses vast and complex event and event-related data records, as well as multiple reference data feeds, in order to conduct sophisticated and granular analyses - all from a single, integrated database. Able to scale to billions of records a day, the BIAS platform works within any network environment and across any data format. As an integrated, single platform, the Ventraq Business Analytics solution provides analytics in a scheduled or ad hoc manner to any user or group within the service provider enterprise.

The various applications enabled by the BIAS engine allow communication service providers to enhance their network performance, develop insight into their products and markets, and get a view into their profitability.

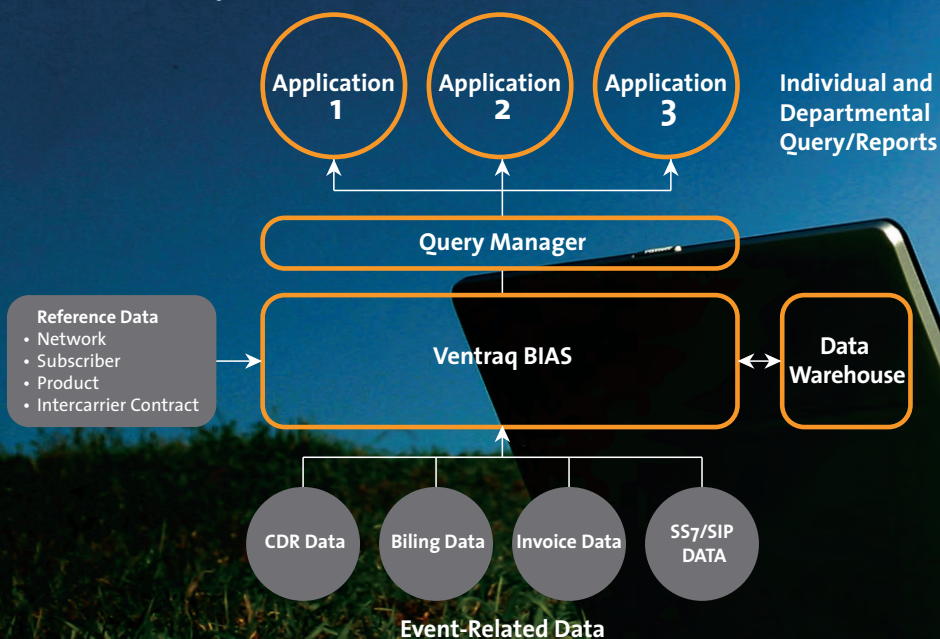
Some of the applications include:

- Profitability Analytics
- Service Delivery Analytics
- Network Analytics Appliance

The Business Analytics solution designed by Ventraq leverages the power of the advanced MPP (massive parallel processing) database architecture to collect and integrate billions of event and event-related data records per day. The resulting suite of enterprise data integration and analytic applications:

- Leverage accurate, detailed event data to deliver more relevant, profitable services to individual subscribers
- Gain new insight into service performance resulting in greater customer and product performance
- Provide on-demand customer behavior and market analysis
- Perform meaningful, accurate and detailed analytics at the record level, scalable to billions of records
- View service profitability by handset, market, office, product or customer
- Examine precise source and root cause of revenue leakage
- Determine accuracy of, and discrepancies in, usage and circuit-based invoices
- Conduct network cost analysis and optimization

Ventraq Business Analytics is massively scalable to billions of CDRs a day



Dynamic Mediation

The dynamic mediation solution offered by Ventraq is designed either as a distributed ('nodal') or centrally configured mediation and decision solution. Driven by the Ventraq mediation engine, EventDynamics®, the dynamic mediation solution is an integrated platform that captures, correlates, evaluates and distributes data from any single or converged network and communicates with analytic and BSS applications in real-time. The Dynamic Mediation solution:

- Deploys in a distributed (nodal) configuration or network-wide - each with the same robust functionality
- Easily scalable through additional, commodity hardware or can peak through the cloud
- Dynamic mediation for advanced content services, balance checking, real-time rating and online ordering
- Sophisticated correlation of usage, fault, performance and subscriber data across all devices for advanced business actions - enables personalized charging of content by value, volume, quality of service and fair-use
- User-configurable with built in disaster recovery and high-availability for lower total cost of ownership
- One, consistent framework supports simple administration of single servers or cloud-based processing

Content Filtering and Spending & Usage Controls

Ventraq provides mobile service providers with a suite of subscriber-accessible control tools, Patrol Suite. In highest demand among these is Parent Patrol®: an access control application that provides a simple web interface for parents or guardians to manage their children's phone usage. Powerful content filtering capabilities provide a consistent way for even non-technical computer users to manage not only voice calls and messaging services, but also prevent access to inappropriate material.

With Parent Patrol, mobile service providers can allow parents and guardians to set limits on their children's phones so they don't interfere with school or homework or receive inappropriate content. Restrictions can be based on time-of-day, service, specific phone numbers, or total talk time. Parent Patrol also offers mobile web content filtering.

Best of all, Parent Patrol is inexpensive for service providers to operate because it puts control in the hands of subscribers - they log in over the web and set the rules themselves. It can be used with both prepaid and postpaid billing arrangements without additional hardware or software.

Interconnect Solutions

Ventraq provides comprehensive revenue management solutions for multimedia transactions between interconnected service providers

- Feature-rich order management, product definition, rating, billing, invoicing, settlement, partner portal, and analytics components
- Adaptation flexibility supports evolving business models
- Accelerates partner deployment and time to revenue
- Reduces operational expenses through workflow automation
- Increases billing accuracy and revenue

Interconnect solutions from Ventraq touch the entire content delivery ecosystem



Customer Self-Serve

Subscribers want more control over their communications experience. Whether at work or at home communicating has become an integral part of our lives. Providing subscribers with the ability to customize the way they access, use and pay for services and content creates a more enjoyable mobile experience, and a more profitable, loyal customer for the service provider.

Ventraq personalization solutions also allows hosts to provide cloud services on a per-use, tiered or metered basis. Tracking, categorizing and rating various services as they are actually being consumed; setting limits and throttling (or increasing) service resources as required, all in real-time.

Cloud "hosts", or infrastructure providers, can now deliver the level of resource authorization and control their customers are looking for, and the pricing flexibility and transparency that end users expect.

Some of the applications include:

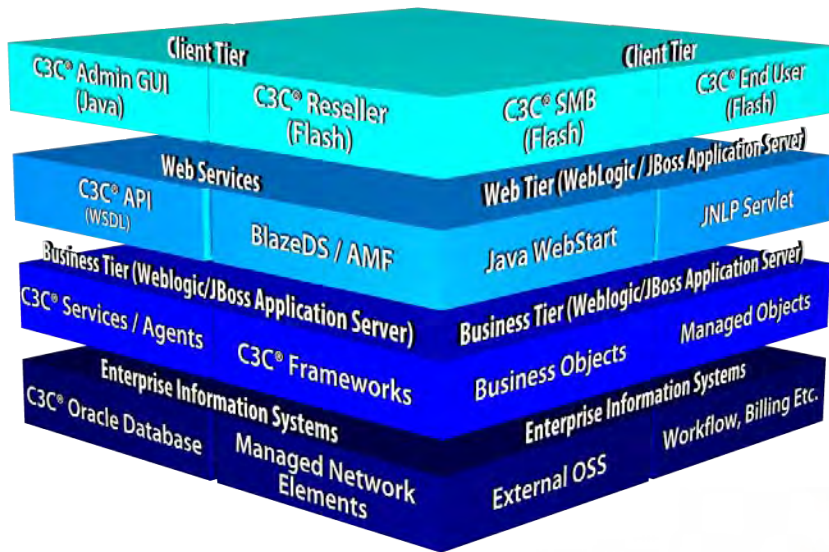
- Residential End User
- Small to Medium Business End User
- Dynamic Resource Authorization

C3C® provides the "customer face" to communications equipment for service providers and their subscribers allowing the user a friendly easy way to control their communications features (packages) and services purchased. The intuitive solution offers service providers cost savings, productivity improvements and increased customer satisfaction. Ventraq provides a product that can be utilized by personal (end) users, small to medium businesses and large businesses alike.

The C3C® application:

- Reduces the cost of providing services
- Passes control on to the customer, thus lowering costs and providing customer satisfaction
- Simplifies user interfaces reducing training and administrative costs
- Reduces the reliance on highly skilled and highly paid personnel due to simplified interfaces
- Incorporates an extensive rules engine to improve success rates
- Uses company logos and colors to enhance an organization's brand recognition in the marketplace

Ventraq provides solutions that help create a more unified and personalized customer experience



Take the Ventraq Path

With a heritage of over 40 years in providing telecommunications solutions and best-in-class support, Ventraq has performance enhancing deployments throughout the world, processing billions of events per day. Ventraq's mix of capabilities, history of innovation, data network, self-care expertise and global customer footprint provides a unique ability to deliver solutions to a departmental and/or an enterprise-wide telecom audience. Ventraq solutions have been implemented and proven highly beneficial in some of the largest carriers around the world, processing billions of events per day and creating a better customer experience.

Find out how Ventraq can provide you with "actionable insight" through powerful event, event-related data management and personalization for achieving better business performance.

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