



Subscriber Analysis Application

Scorecard's Subscriber Analysis Application allows telecoms to manage the complexity of subscriber-based reporting and analytics by transforming data consistently across all reporting systems. Subscriber Analysis Application improves data accuracy, richness, and eliminates time spent reconciling reports.

Capabilities

- **Flexible:** SAA's table-driven technology makes it easy to change or add new business rules. With rules and metrics stored in a single location, they can be shared consistently across systems and reports.
- **Compatible:** SAA works in any business intelligence environment and complements existing data warehouse and reporting tools.
- **Scalable:** Built using flexible technology, SAA grows with the business. Regardless of the number of subscribers or source data systems, SAA has no problem linking and generating subscriber and service activity.
- **Auditable:** Sarbanes-Oxley has intensified the focus on data traceability. SAA tracks business rule versions and can trace transformed data back to the source.

About Scorecard

Scorecard Systems is the leader in reporting and analysis solutions for telecommunications companies, and has been helping telecom companies produce accurate subscriber metrics since 1996. Scorecard supports landline and wireless carriers, cable, satellite, broadband, and internet providers around the globe.

Subscriber Reporting Challenges

Extreme competition has put the pressure on telecom companies to better understand their customers. However, the complex nature of billing and other source data systems makes it difficult to produce timely, accurate, and consistent data for subscriber and service reporting and analysis.

Today, many telcos rely on one of these reporting methods:

Counting billed subscribers. This assumes that the billing system accurately reflects activity. However, customers that activate on the 31st of the month and are not billed until the next month will not be counted in this month's report.

Derived activity using dates in snapshot files. Disconnect activity is derived by counting subscribers and services with a disconnect date of yesterday. While this seems better, it is easy to lose track when account numbers or other identifiers change, and nearly impossible to accurately report multiple product changes.

Relying on accurate activity codes. Service and sales reps often enter activity codes manually. This can be problematic when reps choose the first code in the list to save time, or use codes that will create favorable activity.

Keeping the logic and rules consistent across reports is a challenge. Logic is often hard-coded into queries, reports, and OLAP tools making them difficult to maintain. Recoding changes to the rules can take months.

While many carriers may reach agreement at the summary level, any detailed reporting by service code, product, sales person or other criteria is often still fraught with reconciliation problems.

Subscriber Analysis Application (SAA) Solution

Scorecard's Subscriber Analysis Application



provides a common engine to manage rules definition and data transformation. SAA is the only reporting solution specialized for the telecom industry.

By finding and matching subscriber and service status information from the source data, SAA is able to effectively generate and link activity for accurate counts. SAA's matching logic is able to tie activity from multiple product lines for true migration path tracking.

Accurate and consistent data improves the ability to report in areas such as:

Value Added Service Analysis: By providing a detailed timeline of customer events and activity, SAA enables carriers to determine whether services are being added to a new customer, an existing customer, or whether these add-on services are actually an upgrade or downgrade from an existing service.

Integrating Detailed Usage: Telecoms produce volumes of usage data. Whether minutes, megabytes, or movies, SAA accurately links usage to activity to perform advanced analysis by market, product, channel, etc.

Commission Payments: Accurate subscriber data is critical to avoid commission overpayments. SAA can locate and match activity to the original customer to prevent phantom churn. Even in cases where data was intentionally entered wrong to "game" the system, SAA can detect and eliminate these transactions, reducing commissions fraud.

How SAA Works

Using SAA, Scorecard Systems delivers a complete solution that includes both software and professional services. Every implementation is customized to fit the particular needs of the business.

A typical engagement begins with a metrics discovery workshop where existing metrics and rules are uncovered and Scorecard's industry best practices are applied. Scorecard developers then work with the carrier's IT developers to implement and configure the common rules engine. Subscriber Analysis Application can be up and running in just 90 days.

Subscriber Analysis Application is positioned between the source data systems and the reporting layer (see diagram) and transforms data according to the agreed-upon rules. SAA can be used in any IT architecture, as a stand-alone application or integrated into the data warehouse. Plus, SAA is table-driven, making changes and additions to rules definitions easy.

SAA begins with a data feed from a file or ODS into its loading tables. These tables serve as a staging area where rules can be applied that will create and store true day-to-day changes of customer data. Control logic manages the input data feeds and ensures that feeds arriving out of sequence are processed in proper order.

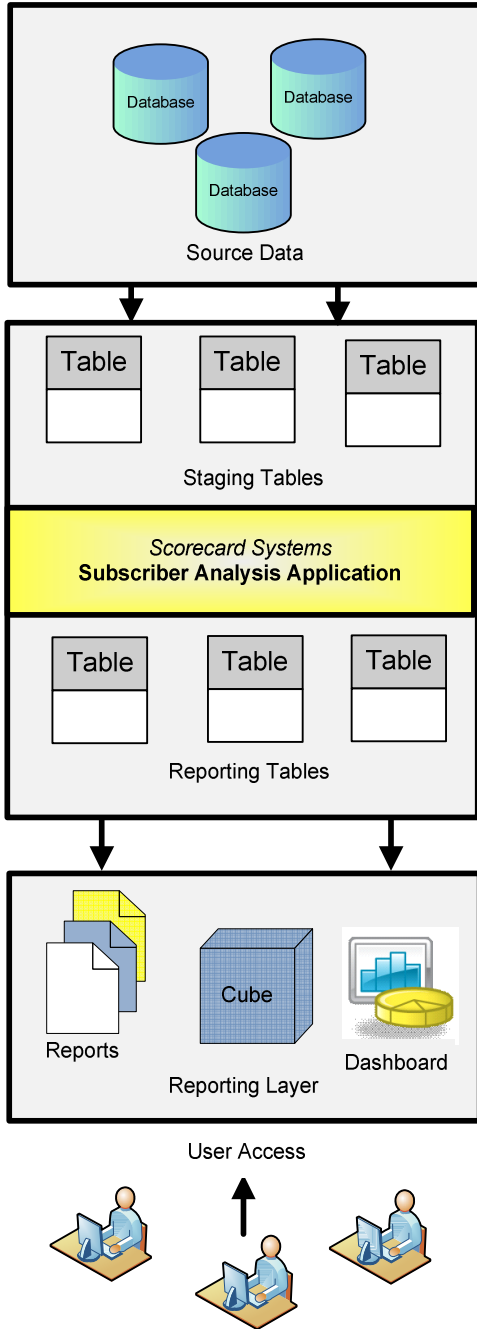
Using time-ordered daily snapshots of customer data, sophisticated business rule logic is applied. This logic is table-based and can be changed or added to at any time. SAA's logic allows seemingly unrelated activities to be linked for more accurate tracking. Regardless of the type of change (account number, phone number, plan, product, market), SAA is able to produce an accurate picture of the customer's activities, allowing for much deeper analysis. Using product mapping logic, SAA can group families of products to differentiate between product upgrades, downgrades, and sidegrades.

Once the data is finished processing, it is loaded daily or even real-time into SAA's output tables and ready to be leveraged by a variety of reporting tools.

Less Reconciliation, More Analysis

SAA delivers data integrity that creates confidence in subscriber-based metrics. No longer are days and weeks spent reconciling numbers between systems and reports. Gone are the disagreements between departments about whose report is right.

Scorecard's Subscriber Analysis Application helps telecom businesses take their analytics to the next level. With assurance in place, time spent previously reconciling subscriber and service metrics can now be spent on more complex analysis driving greater customer loyalty and profitability.



To learn more about the Subscriber Analysis Application, contact Scorecard Systems or visit the website at: www.scorecardsystems.com

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