

CRM**360**
Virtual Summit

Understand and Delight Your Subscribers

Turnkey Converged Billing with
Microsoft Dynamics CRM 2011

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Agenda

- The dynamics of Redknee and Microsoft
- New challenges for today's service providers
- Converged billing with next gen customer care
- Case study
- What next?

Who is Redknee?

The map features logos for the following companies:

- Canada:** O₂, INMARSAT, vodafone, orange GROUP, Telfort. KPN GROUP, e-plus+ KPN GROUP, payzone, mobilkom austria VODAFONE BRAND.
- USA:** Bell Mobility, T-Mobile, cricket, at&t, TSTT, qb CUBE, B T C.
- Europe:** Globe, PLDT, viva cell MTS, Safaricom, yes OPTUS, bintel.
- Asia:** Bakrie Telecom, FAR EASTONE 遠東電信, mobifone VIETNAM, ZQIN KUWAIT, APUA PCS, DiGi, TIME.
- Africa:** Digicel, Telecom, AAPT, celcom, SMART, indosat.
- Latin America:** COX COMMUNICATIONS, TELUS, TelBru, LOOP, Telefonica, yoigo.
- Other:** Santander, telenor, MTN, kpn, ZON MULTIMEDIA, SEUR.

Awards and Recognition:

- Canada's Best Managed Companies Platinum Member
- Uniform Excellence Awards 2009 Best Practices Supplier/System Integrator
- Branham 300
- Ernst & Young Entrepreneur of the Year
- Canada's Top 10 Technology Companies Competition Winner
- B/OSS Excellence Award Winner 2010
- XL Canada's Top 40 Under 40™
- InfoVision Award Winner
- INTERNET TELEPHONY 2010 EXCELLENCE AWARDS
- Fierce 15 Winner FIERCEWIRELESS
- Deloitte Technology Fast 50

What Redknee Delivers

Fully integrated, real-time billing solution

No restrictions on the richness of end customers' experience resulting from back-end technology.

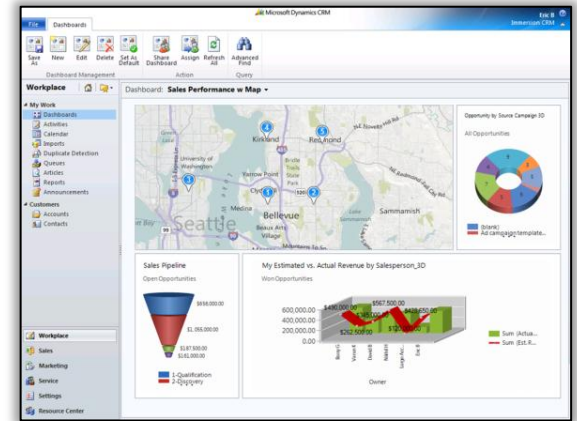
Simplified flow of customer data ensures Accurate, Consistent and Agile business planning.

Accurate, Immediate and Easily Accessible feedback is the most powerful business decision aid.

Redknee and Microsoft

Better understand, segment & market to your subscriber base by using real-time usage views & an active product catalogue.

- Consistent care experience with pre-integrated CRM
- Improved upsell and cross-sell opportunities with real-time visibility – CRM as a sales tool!
- Off-the-shelf agility without sacrificing extensibility.



New Challenges for Today's Service Providers

- Customer insight
- Competitive differentiation
- Legacy systems

How do we stay competitive?

How do we stay profitable?

How do we keep our current customers happy?

How do we launch new services quickly?

How do we attract new customers?

How do we increase ARPU?



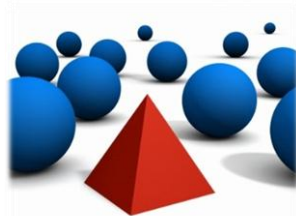
A Powerful Partnership

Customer insight



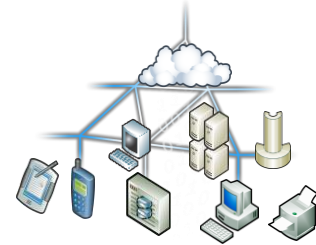
- Customer profiling
- Unified view of services
- Single source of customer data

Competitive differentiation



- Personalized context-aware offers
- Real-time capabilities
- Customer visibility and direct control of products & services

Converged solution



- Integrated customer care
- Cross service bundling
- One platform for payments

A Convergent Architecture Reduces Costs

One Solution for Every Customer Type

Corporate & Large Account

Prepaid

Group & Family

Postpaid & Full Hybrid

Multi-Level Hierarchy

Wholesale Customers

- One Product Catalogue
- One Central Data Model
- One Real-time View of Customer Profile & History

One Solution for Every Service



Voice

Wireless
Wireline
VoIP
Roaming
Calling Card
VAS



Data

SMSC/MMS
WAP/GPRS/3G
IMS/LTE
Real-time Policy
DPI-based Charging

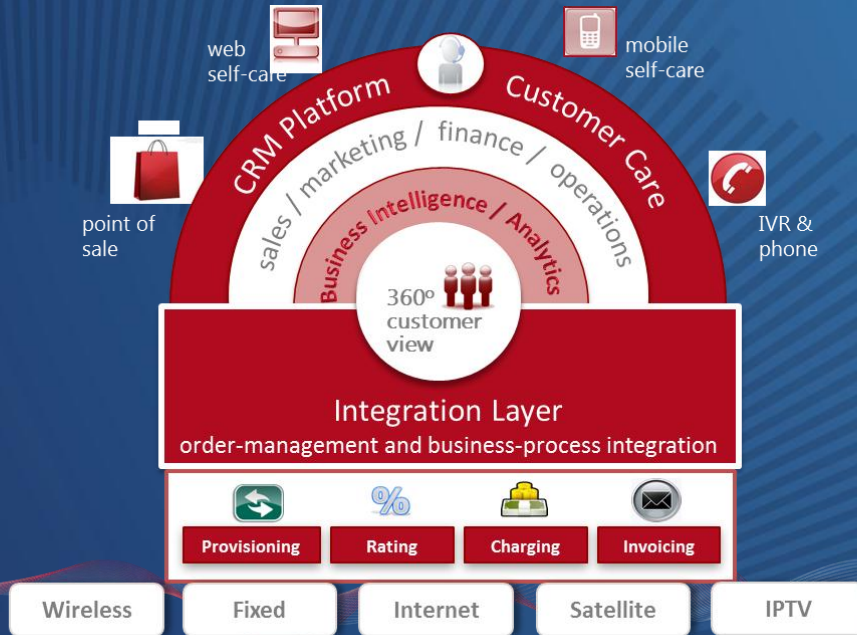


Media

Content Charging
Application Content
Multi-Media
IPTV/VOD
Online Streaming
Video Calling

- Network Agnostic
- Future Ready (LTE, IMS)
- Scalable and Adaptable Architecture

End-to-End, Single Platform, Customer Management



Next Gen CRM – Key Benefits



True 360° Visibility

Achieve 360° visibility across the entire organization into service history, current cases, contracts and much more.



Improved Consistency

Drive collaboration and **improve agent productivity**, lower training costs and reduce churn.



Greater Service Efficiency

Improve first-call resolution and handling times to yield higher customer satisfaction and loyalty.



Improved Up-sell and Cross-sell

Optimize upsell and cross-sell campaigns to drive better revenue and higher uptake rates.

Know Your Subscribers



Case Study: Launching Next Gen Services

Before Redknee and Microsoft: A leading APAC service provider unable to develop timely and relevant promotions and provide real-time customer care.

Solution: Redknee Turnkey Converged Billing powered by Microsoft Dynamics CRM 2011

- ✓ Converged platform for multi-play service provider
- ✓ Next gen CRM and customer care
- ✓ Real-time billing
- ✓ Feet on the ground support

Case Study: Delivering New Services to Market Faster

- Greater subscriber experience
- Enhanced customer care
- Hybrid payment options

“We selected Redknee due to its strong capabilities in converged billing and customer care. As a leader in this space, we see our relationship with Redknee as a long term strategic partnership as we transform our networks and technologies.”

- Idris T Vasi, CEO of DST

In Summary – Bringing It All Together

Know Thy Customer

- Converged billing and CRM lets service providers have a full, real-time view of subscribers.
- Improve loyalty and reduce churn.
- Segment your subscribers more effectively.
- Increase lifetime value of each subscriber.

Learn More



REDKNEE

THE NEW BUSINESS OF BILLING

Launch New Revenue Streams with Real-Time, Converged Billing and CRM from Redknee
Redknee Turnkey Converged Billing with Microsoft Dynamics CRM helps service providers understand, segment, and market to their subscriber base.

Partner Overview
Redknee Turnkey Converged Billing with Microsoft Dynamics CRM provides telecommunications service providers with better understanding, insight, and market to their subscriber base by using real-time transaction capabilities and customer usage data. This solves problems of customer segmentation, revenue leakage, and customer churn.

Microsoft Dynamics CRM
Dashboard: Sales Performance in Map -
Sales Pipeline
My Estimated vs. Actual Revenue by Salesperson_3D

<http://crm360summit.com/Booth/Communications/Redknee>

Thank You