



## Why Redknee?

**Eliminates the guesswork** and implement a reliable pricing methodology.

**Improve margins and launch successful campaigns** with greater accuracy and speed.

**Better quality customer care** because agents have access to detailed historical subscriber data.

**Accurate, fast and effective price modeling for all types of service providers.**

## Stay Ahead of Your Competition

In today's global telecom market, competition is fierce and the economic and regulatory environments are more than challenging. Operators are having to find new ways to control costs while still offering the services and products that customers want, at the level of service they demand.

As margins erode and competition increases, service providers are rolling out targeted price plans and promotions to lure new customers and reduce churn. And the need to be nimble is more important than ever. The service provider who can capitalize on market trends by quickly rolling out enticing price plans, services and promotions has the upper hand.

## Quickly Create Accurate Price Scenarios

Redknee's Price Simulator is a software tool that allows service providers to model complex pricing scenarios with drag-and-drop ease, ensuring margins are in line with corporate objectives *before* services are launched. By instituting Redknee's proven pricing methodology, you are helping ensure your company's success across the organization. Marketing, Customer Support, Sales and Finance all benefit from increased pricing accuracy- saving time, money and frustration.

Conducting pre- and post-launch analyses of new price plans is an integral part of ensuring corporate financial success. With Price Simulator, business scenarios that often took weeks or months to validate can be created with ease. Too many service providers rely on estimates and best-guesses when it comes to

product pricing; and with today's declining margins, that's just too risky.

## Pre-launch analysis

Create an accurate business case prior to launching a promotion with a set of reports that measure key performance indicators, project average revenue per user, identify churn risk, and assist with customer positioning.

With Price Simulator, service providers are able to focus on developing and launching innovative service bundles and loyalty programs that accurately address concerns such as:

- What is the expected adoption rate?
- What is the profit margin?
- How will it impact ARPU?
- How will it impact network capacity issues?
- Will this reduce churn, and by how much?
- Will it result in new subscriber additions?
- What length of time should the promotion run? What happens if we extend it?
- Will it cannibalize other services?
- How will it impact subscriber behavior?

## Post-launch analysis

Quickly identify and measure what works and what doesn't for each service launch. Keep track of historical market indicators and improve customer segmentation. Determine

## Redknee Customers



which assumptions were accurate, and be able to track and modify for future campaigns. Price Simulator also helps identify subscriber migration patterns, adoption rates, and behavior profiles.

## Features

Price Simulator works with any type of tariff or service technology; including voice, data, fixed-line, wireless or cable. With easy to use Wizards, customized price plans can be created quickly and easily, although an extensive library of pre-existing price plans and business cases are pre-configured into the solution for your convenience.

Price Simulator integrates easily with Microsoft® Office applications for ad-hoc price modeling and Marketing support in Excel. With the flexibility of Price Simulator, Marketing teams can work independently from IT. They can easily access all the data and reports they need, without having to rely on other departments. This can save hours, days, and even weeks of valuable time.

Larger data extractions can be obtained through the optional use of external databases. This model is especially useful for Customer Care organizations that need to have granular visibility into large volumes of data and subscriber activity available at their fingertips. With this information, Customer Care agents can suggest optimal price plans, introduce new promotions and model various service bundle options for subscribers on the fly. This results in happier customers, reduced churn, and healthier margins.

*"As one of the Middle East's largest operators, we are constantly looking for ways that we can deliver value to our customers and maintain our leading market share. With our investment in Redknee we are confident that our pricing, marketing and customer care efforts will greatly contribute to increasing our customer loyalty, profitability and adoption of new services."*

- Leading Middle East Operator

*Redknee's Price Simulator solution lets service providers quickly create complex pricing scenarios with ease – saving time, money and frustration.*