



ABOUT MATRIX-DATA'S SYSTEM INTEGRATION SOLUTIONS

Matrix-Data's software allows businesses to address issues such as Revenue Assurance extremely quickly, without huge expense and with little IT support. Our software enables rapid system integration and accelerated analysis through its smart query processor. Business users are able to query their information using natural language or the reporting tools with which they are familiar.

For more than 20 years, Matrix-Data has specialised in data centric solutions. Imperative to our clients is our ability to adapt enterprise scale solutions to fit their specific needs, however large or small their organisation may be.

Insight: Cable & Wireless focus on more streamlined billing and increased revenues

Cable & Wireless is one of the worlds leading telecommunications providers, offering a range of services to the fixed line market. Its business is diverse and its products are among the most advanced in its field. Driving these services are a myriad of data and network systems delicately tuned and interwoven to provide "end to end" communications services. These systems are hugely complex, recording data in different proprietary databases, from which customer network usage is calculated and ultimately billed.

Background

Many telcos report significant and costly data management issues as a result of this complexity. These can result in "revenue leakages" throughout the "call to bill" process. In simple terms, it is estimated that up to 15% of customer's network usage does not get billed correctly, and sometimes not at all. The problems faced when tackling these issues include the need to integrate massive volumes of data from disparate sources, which inevitably clash when combined. In addition, there are real challenges concerning the speed, ease and flexibility of getting results to the business users.

Cable & Wireless initially trialled Matrix-Data's FastPath software in its Global Division with a view to addressing specific data issues, and then to determine the software's wider applicability to the company. The initial requirement was to target an area that would have a direct impact on profitability across key product areas.

Results

The trial was an outstanding success. In only a matter of days, real data was loaded from multiple live systems and unified to enable complex analysis to be undertaken. Within hours, a multi-million pound return was achieved. Enough additional revenue opportunities had been identified to more than pay for the cost of the production software. Cable & Wireless moved rapidly to a formal purchase.

William Hoyle, SVP Global Product Management at Cable & Wireless said: "This project has gone exceptionally well. The ease and speed with which the software was installed was really impressive and the immediacy of its benefits was even better than we expected. We are now reviewing possibilities for wider use of Matrix-Data's software."

On a monthly basis, the company uses Fastpath to automatically consolidate data from all its related, but disparate, operational databases. The software is then able to detect broken or incomplete billing related data from across many systems and report issues directly to business account managers. So, despite hugely complex issues inherent to the organisations databases, errors are "trapped" and repaired, preventing the loss of vital revenue from customer network usage.