



## Launch New Revenue Streams with Real-Time, Convergent Billing and CRM from Redknee

**Redknee Turnkey Converged Billing with Microsoft Dynamics CRM helps service providers understand, segment, and market to their subscriber base**

In the race to win subscribers, successful telecommunications service providers are developing innovative services and integrating those services to differentiate themselves. Meeting market and consumer demands requires understanding and segmenting subscribers; quickly delivering to market products, bundles, and offers; responding rapidly to a competitor's new package or campaign; and consistently creating meaningful customer touch points and seamless experiences.

### Understand and Delight Your Customers

Redknee Turnkey Converged Billing with Microsoft Dynamics® CRM enables telecommunications service providers to better understand, segment, and market to their subscriber base by using real-time transaction capabilities and customer usage data. This unified, convergent billing, customer relationship management (CRM), and customer care system provides a single solution for multiple-access technologies and billing methods, including prepaid, postpaid, wireless, WiMAX, broadband, voice, data, and SMS. It can help service providers of all types, including operators offering multiple access technologies, deliver outstanding customer experiences and increase monetization opportunities by managing all subscriber and service revenues through a single platform. Using this comprehensive, yet flexible, merchandising and revenue management solution helps service providers develop and deliver new services and promotions quickly and cost effectively while reducing time-to-market and costs compared to other solutions that require lengthy customization cycles.

Redknee Converged Billing with Microsoft Dynamics CRM combines converged billing and revenue management capabilities with integrated sales force automation and marketing tools to help service providers increase revenue and capitalize on new opportunities. Because Redknee Converged Billing with Microsoft Dynamics CRM is based on an open architecture that seamlessly integrates with core network elements, service providers can accomplish the transition from legacy billing systems with minimal disruption. This integrated, end-to-end solution covers a full spectrum of real-time billing, customer care, and enterprise CRM capabilities, along with consolidated customer information, so that service providers can offer a seamless experience to subscribers.

### Increase Monetization Opportunities

Improve average revenue per user, derive more value from the network, and increase the ability to monetize each transaction and service that goes across your network. Redknee Turnkey Converged Billing with Microsoft Dynamics CRM consolidates real-time data from across your company and provides the tools your organization needs to segment markets intelligently and act rapidly on insights. Working with this converged solution will enable you to



# REDKNEE

### Partner Overview

Redknee provides real-time monetization and personalization products, solutions, and services to wireless and wireline network operators around the globe.

### Solution

Redknee Turnkey Converged Billing with Microsoft Dynamics CRM enables telecommunications service providers to better understand, segment, and market to their subscriber base by using real-time transaction capabilities and customer usage data.

### Benefits

- Properly segment your subscriber base and quickly develop and implement compelling offers and campaigns
- Deliver consistent, continuous, personalized brand and customer service experiences across all channels and touch points—according to customer-defined preferences
- Manage any service across any access technology and support all payment types—prepaid, postpaid, or a hybrid
- Enjoy speedy implementation and integration to support the quick rollout of new services, which leads to faster revenue generation



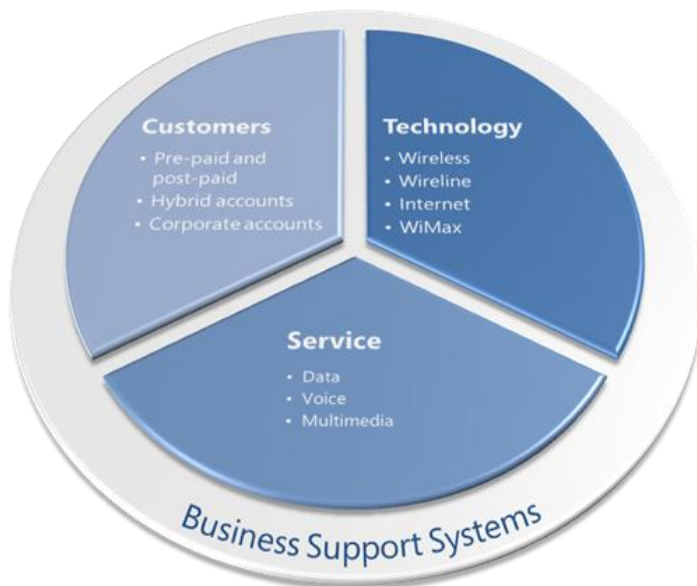
expand and tailor service offerings and rate plans, helping to increase usage and the uptake of services. A 360-degree view of customers and services helps increase opportunities for impulse purchases and upselling from virtually anywhere, including retail outlets, the customer care center, self-care portals, and mobile devices.

## Create Differentiated Customer Experiences

Deliver powerful, consistent, compelling, engaging, memorable, and differentiated customer experiences that treat each customer like a unique individual. Redknee Turnkey Converged Billing with Microsoft Dynamics CRM provides access to powerful business intelligence gained through historical and real-time customer usage data and subscriber profiles. Such knowledge helps you better understand subscribers and quickly launch personalized communications, promotions, and incentives precisely tailored and targeted to your subscriber base. These offers and touch points foster a personal connection that can lead to greater customer loyalty, which helps set you apart in today's competitive environment. Powerful sales and marketing functionality along with an integrated agent desktop help you target offers and reduce churn, call-handling time, and agent training. Leading telecommunications companies, such as Vodafone, rely on Microsoft Dynamics CRM<sup>1</sup>.

## Benefit from Agility Out of the Box and at Lower Cost

Use a comprehensive, yet flexible, merchandising and revenue management solution with embedded intelligence that delivers benefits across the organization sooner and at a lower cost than other solutions. A truly converged billing and CRM solution, Redknee Turnkey Converged Billing with Microsoft Dynamics CRM helps service providers control the cost of customer acquisition and customer service, as well as capital, operating, and other expenditures. Manage any service across any access technology and support all payment types—prepaid, postpaid, or a hybrid. Because it is a converged and fully integrated solution, service providers can implement it far faster than competing solutions, which require time-consuming integration and customization. This means service providers can bring to market and capitalize on services and products and provide integrated offerings more quickly. Redknee solutions scale to support the most demanding customer needs. In fact, every month, Redknee software processes 16 billion transactions for its clients.



*Redknee Turnkey Converged Billing with Microsoft Dynamics CRM brings together customers, partners, networks, and business support systems.*

<sup>1</sup> Telecommunications Provider Develops Sales Channel Quickly with Flexible Solution  
[www.microsoft.com/casestudies/Case\\_Study\\_Detail.aspx?casestudyid=4000006148](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000006148)

“Redknee has a reputation for being innovative and helping carriers generate new revenues, which is crucial as we roll out new services and packages to our subscribers.”

– Trevor Deane, Executive Vice President of Technology, TSTT

### Software

- Microsoft® BizTalk® Server 2009
- Microsoft Dynamics CRM with Integrated Call Center
- Microsoft SQL Server® 2008
- Redknee Turnkey Converged Billing
- Windows Server® 2008

### Contact Information

For more information about Redknee Turnkey Converged Billing with Microsoft Dynamics CRM, visit [www.redknee.com](http://www.redknee.com) or contact Humera Malik at [humera.malik@redknee.com](mailto:humera.malik@redknee.com)

For more information about Microsoft Dynamics customer experience in telecommunications, visit [microsoft.com/serviceproviders](http://microsoft.com/serviceproviders) or contact Dmitri Lozdernik at [dmitril@microsoft.com](mailto:dmitril@microsoft.com).

