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# Beyond Bill Presentment: Telecom Expense and Inventory Management

by René Huser, Senior eCare Manager

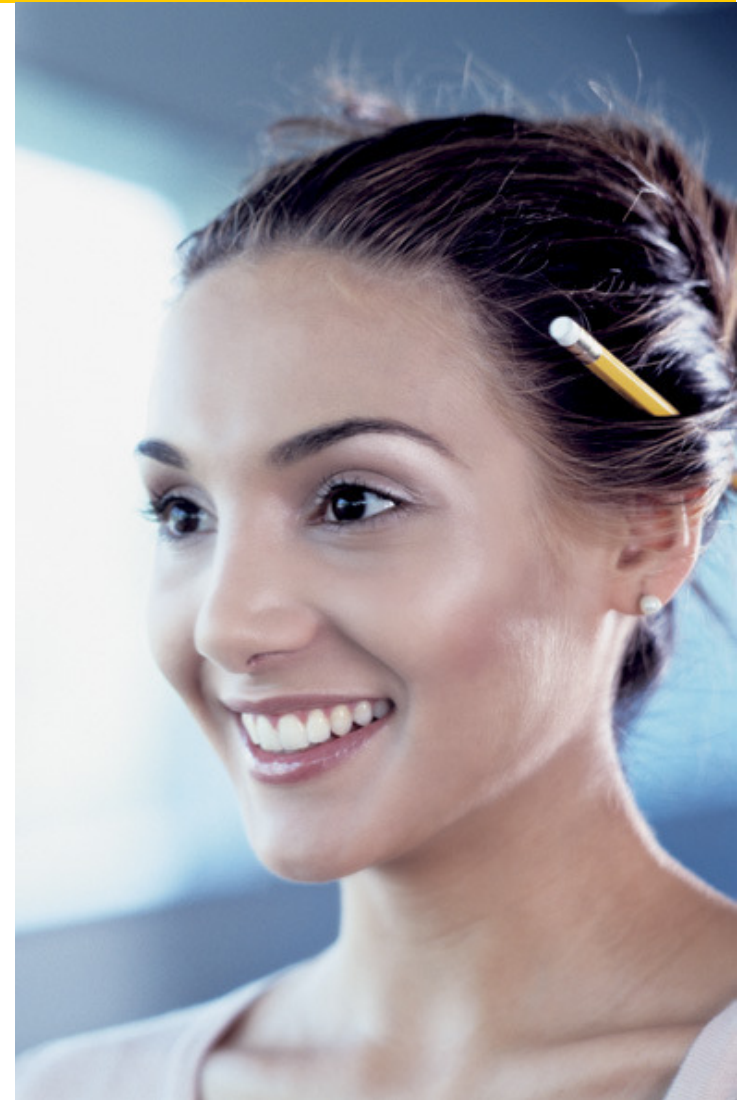
Project presentation at  
EXPP Summit, September 7 – 8, 2005

sunrise TDC Switzerland AG / Zurich, September 7, 2005

# Beyond Bill Presentment: Telecom Expense and Inventory Management

Objective of this presentation is to:

1. Demonstrate how sunrise has provided a self-service Telecom Expense and Inventory Management tool
2. Demonstrate how both our business customers and ourselves as a telecom provider will benefit from this solution



# Agenda

- Some words about sunrise & the Swiss telco market
- Origin of need for a self-service bill analysis tool in the business segment
- Process of transforming customer need into an actual product
- Benefits for business customers and telecom operator
- sunrise cost manager screenshots



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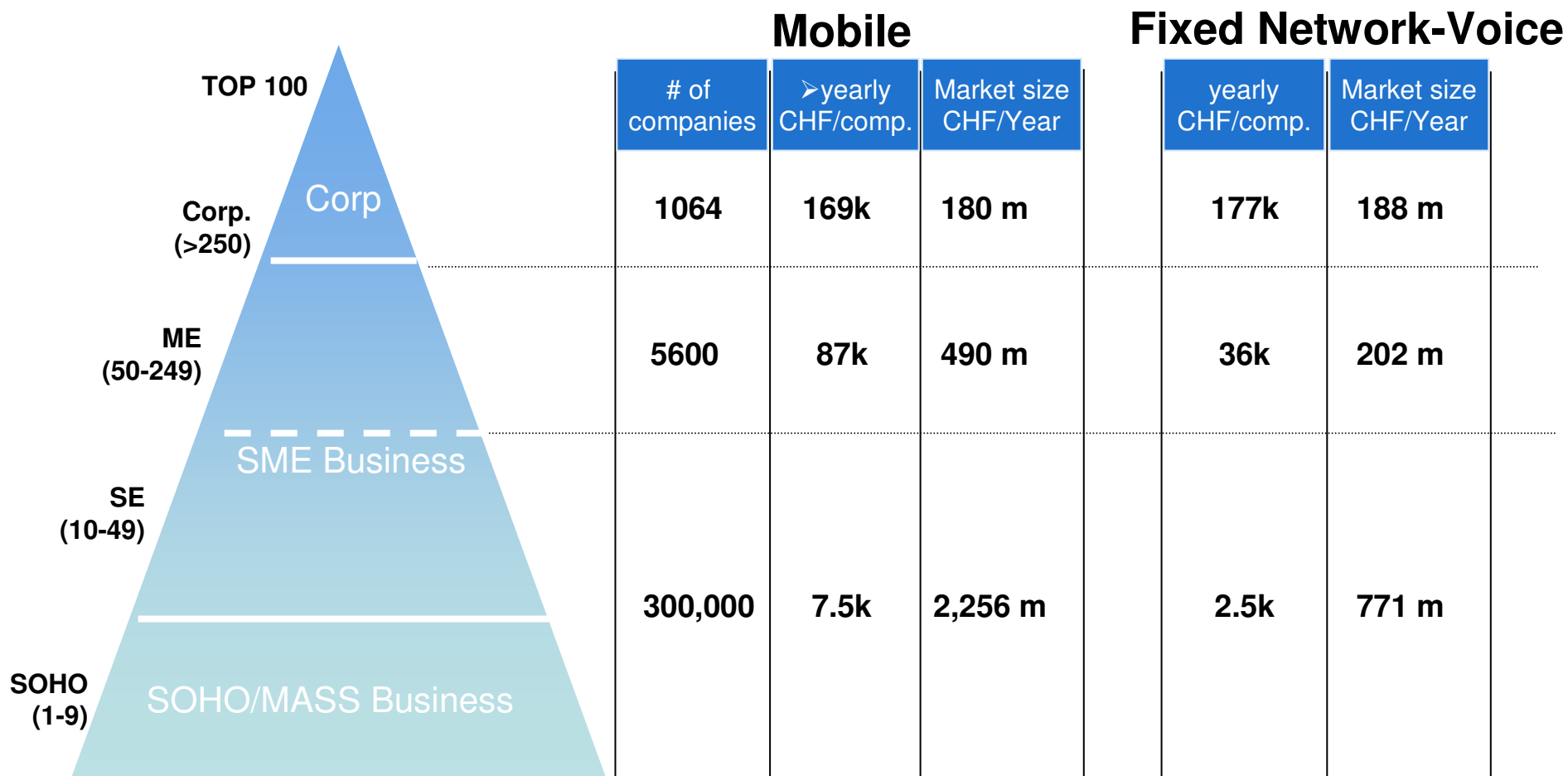
## Key figures sunrise

- sunrise is a brand name of TDC Switzerland AG
- 2,500 employees
- 2.235 million active customers
  - Mobile: 1,199,000
  - Fixed network: 561,000
  - Internet (dial-up): 319,000
  - ADSL: 156,000
- Revenue in Q2 2005: CHF 486 mill.
  - Mobile 62%
  - Fixed network 30%
  - Internet 8%



# Business

## Market size per customer segment



CH Business Market

Admin CH Assumptions

**Total volume: CHF 4,087 m**

Source: IDC Revenue 2004



# We are proud to work with these companies



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## Telecoms need differentiators

- Fixed network and mobile products are a commodity today
- Margins have decreased
- List prices are comparable
- Price negotiations have gained in importance
- Product innovations have their limits
- Services make the difference



## Services are the differentiators

- Cost control is key for business customers
- Service Management is becoming more important
- Mobile services are appreciated, but do not influence decision (makers) so much

Head of Business Segment, Vodafone Sweden, said: “Service differentiation has become one of the keys to competitive advantage in mobile telecommunications.”

# Why (electronic) Telecom Expense Management is indispensable

- Approval of mobile telephony for employees
- Cost owners want to control their budget
- Avoids tedious manual monthly cost splitting to internal cost centers
- Reduce paper and optimize archiving
- Simplify processes for cost control



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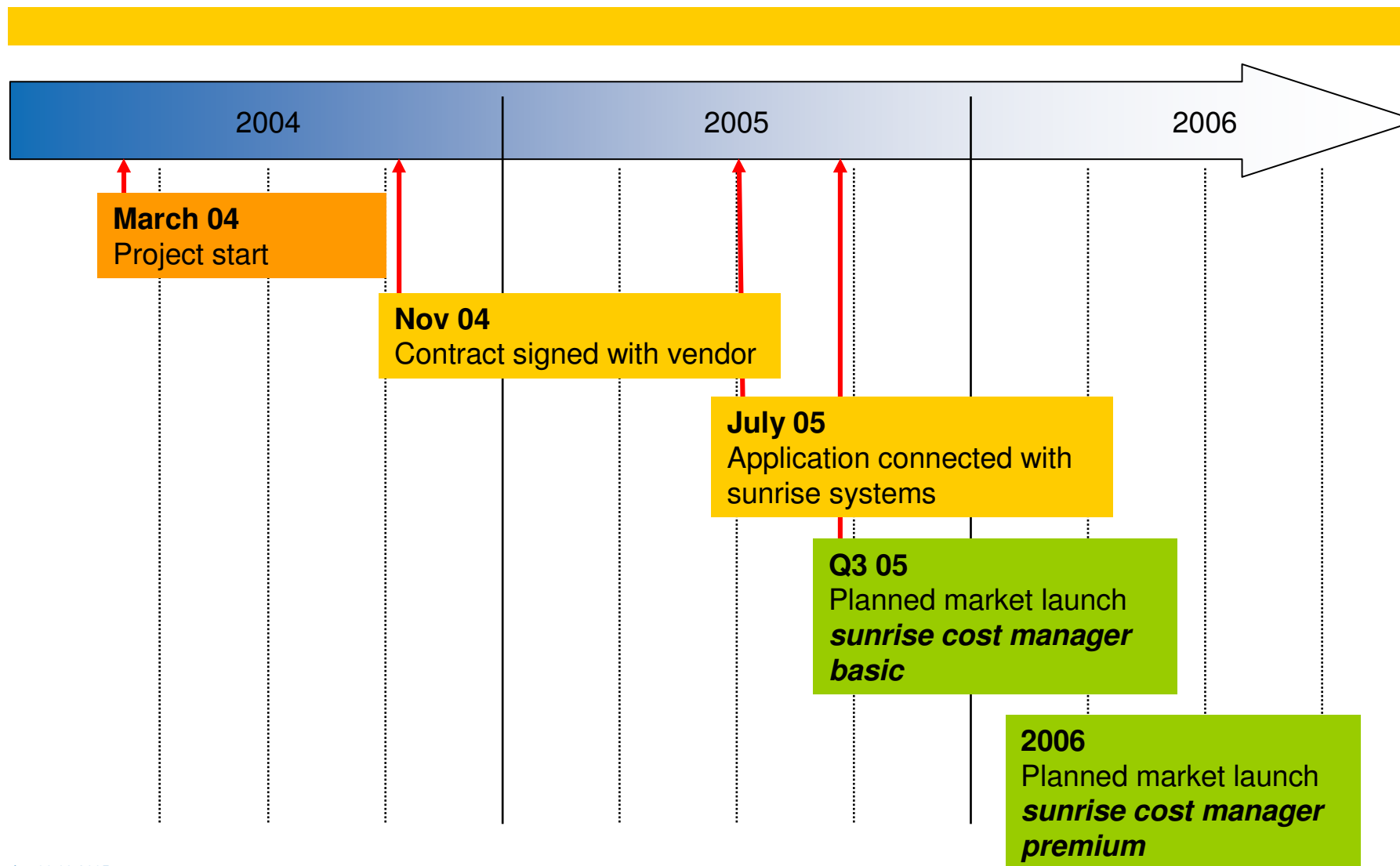
## Get to know the customer's needs

- Needs are often a significant part of RFQs
- Positive customer feedback with paper bill changes
- Benchmark with other European telco's
- A number of customer meetings and interviews
- Beta Testing phase with ten corporate customers





# Project Schedule



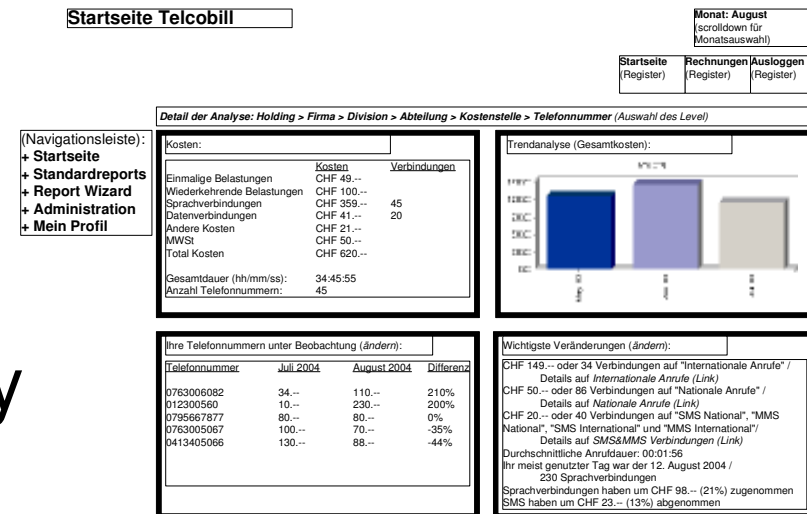


## Transformation process

- Development of business case Mar. '04
- Creation of product definition document Apr. '04
- Involvement of IT department Jun. '04
- Dispatch of RFI to six potential vendors Jul. '04
- Dispatch of RFQ to three potential vendors Oct. '04
- Contract with vendor signed Nov. '04
- Application connected with sunrise systems Jul. '05

# Why Ergon Informatik AG Zurich?

- Marketing managers convinced by fast and professional delivery of prototype
- IT managers convinced by technical approach (high analysis engine instead of database)
- Earlier solution implemented at Versatel and AugustaKom in Germany
- Supplier of earlier projects, Proximity, Language



# Why is it a challenge to build such an application?

- ...because it is a billing project
- ...because all products and services of all sunrise units need to be presented in a single interface
- ...because the target user group is heterogeneous
- ...because a number of systems need to be integrated with the application



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## Benefits for our business customers

- Sophisticated cost control tool
- Web access → no software installation on any PC
- Alternative checking and analysis method



- Great help for accounting department
- Flexibility with different access rights for different tasks carried out by persons in charge within a company



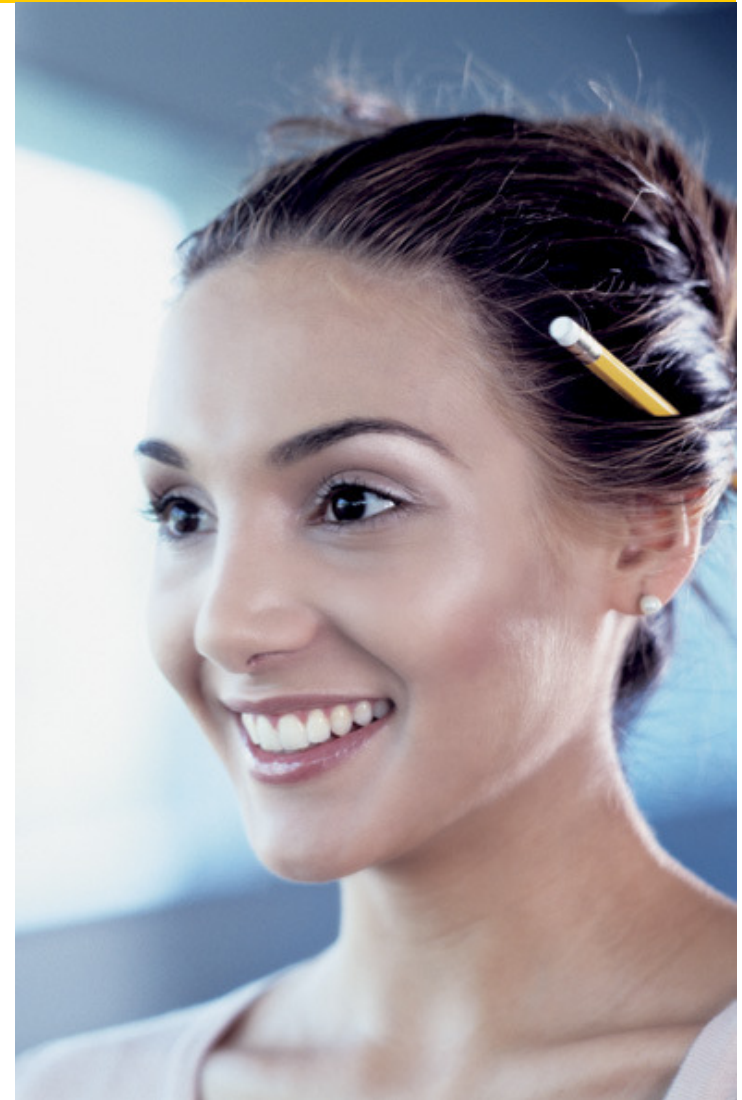
## Benefits for sunrise as a telecom provider

- Increased customer satisfaction
- Improved customer loyalty
- Effective competitor differentiator
- Service which gives really good (added) value
- Allows Sales to talk about topics other than price
- Fewer billing queries
- Increased use of telco services



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# Login via extranet sunrise business account



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- Home
- Administration
- Rechnungen**
  - sunrise cost manager**
  - Übersicht
  - Legende für CSV-File (Download)
  - Kostenstelle einrichten/löschen
  - Telefonnummern an Kostenstellen zuweisen
- Produkte
- Reporting
- Bestellungen
- Trouble Tickets
- Anfragen
- Support
- Logout
- Print

Herzlich willkommen in Ihrem sunrise business account

[? Hilfe](#)

## Meine Accounts

Account-Nr.	Name	Stadt	Funktionen
1001068113	TEST Kundendemo/sba	Zürich	<a href="#">Ansicht</a>
1001097499	TEST Kundendemo bill split 2	Zürich	<a href="#">Ansicht</a>
1001097751	TEST Kundendemo bill split 1	Zürich	<a href="#">Ansicht</a>

## sunrise onevoice



Senken Sie Ihre Betriebskosten mit sunrise onevoice. Sie profitieren von zwei Mobiltelefonen, die leicht und Sie behalten Ihre Nummer.

[mehr](#)



# Start page



## sunrise cost manager

Logout

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Startseite

Rechnungen

Rechnungsanalyse

Einzelverbindungsanalyse

Kostenstellenkonfiguration

Anderer Konfigurationen

Inventar

Hilfe

### Auswahl Rechnungen

Jahr:

Alle

Kundennummer:

1001068113

Nutzungsdauer:

01.05.2005 - 31.05.2005

01.04.2005 - 30.04.2005

01.03.2005 - 31.03.2005

01.02.2005 - 28.02.2005

01.01.2005 - 31.01.2005

01.12.2004 - 31.12.2004

### Startseite

Rechnungsnummer: 92023825

Kundennummer: 1001068113 - TEST Kundendemo/sba

Nutzungsdauer: 01.05.2005 - 31.05.2005

Profil: René Huser

Drucken

### Übersicht

Einmalige Belastungen: CHF 0.00

Wiederkehrende Belastungen: CHF 126.40

Verbindungskosten: CHF 0.00

Rabatte/Gutschriften/Belastungen: CHF -0.16

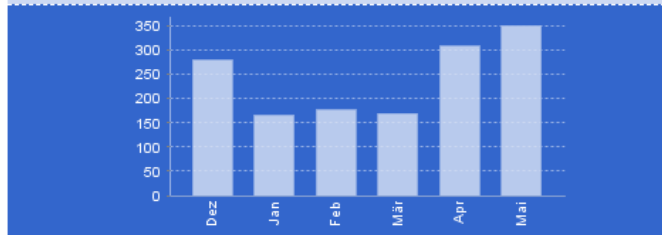
MwSt.: CHF 24.77

**Total Kosten: CHF 350.70**

Gesamtdauer (hh:mm:ss): 11:53:14

Anzahl Telefonnummern: 3

### Trend (Total Kosten)



### Alarmer

Benutzer/-in	Bereich	Summe	Einzel	Diff. (%)
Alle	Alle	325.93	14.37	14.07

### Kennzahlen

CHF 68.29 oder 44 Verbindungen auf «Verbindungen in andere M...

CHF 59.30 oder 102 Verbindungen auf «Verbindungen ins nation...

CHF 31.78 oder 9 Verbindungen auf «Internationale Verbindung...

Durchschnittliche Anrufdauer: 00:03:14

Meist genutzter Tag war der 23.05.2005 mit 33 Verbindungen

Sprachverbindungen haben um CHF 32.04 (20%) zugenommen

Datenverkehr hat um CHF 0.00 (0%) zugenommen

SMS/MMS haben um CHF 8.32 (625%) zugenommen

- Variety of high-level information for selected bill



# Bills



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Startseite **Rechnungen** Rechnungsanalyse Einzelverbindungsanalyse Kostenstellenkonfiguration Andere Konfigurationen Inventar Hilfe

**Auswahl Rechnungen**

Jahr:

Kundennummer:

Nutzungsdauer:

- 01.05.2005 - 31.05.2005
- 01.04.2005 - 30.04.2005
- 01.03.2005 - 31.03.2005
- 01.02.2005 - 28.02.2005
- 01.01.2005 - 31.01.2005
- 01.12.2004 - 31.12.2004

**Rechnungen** Drucken

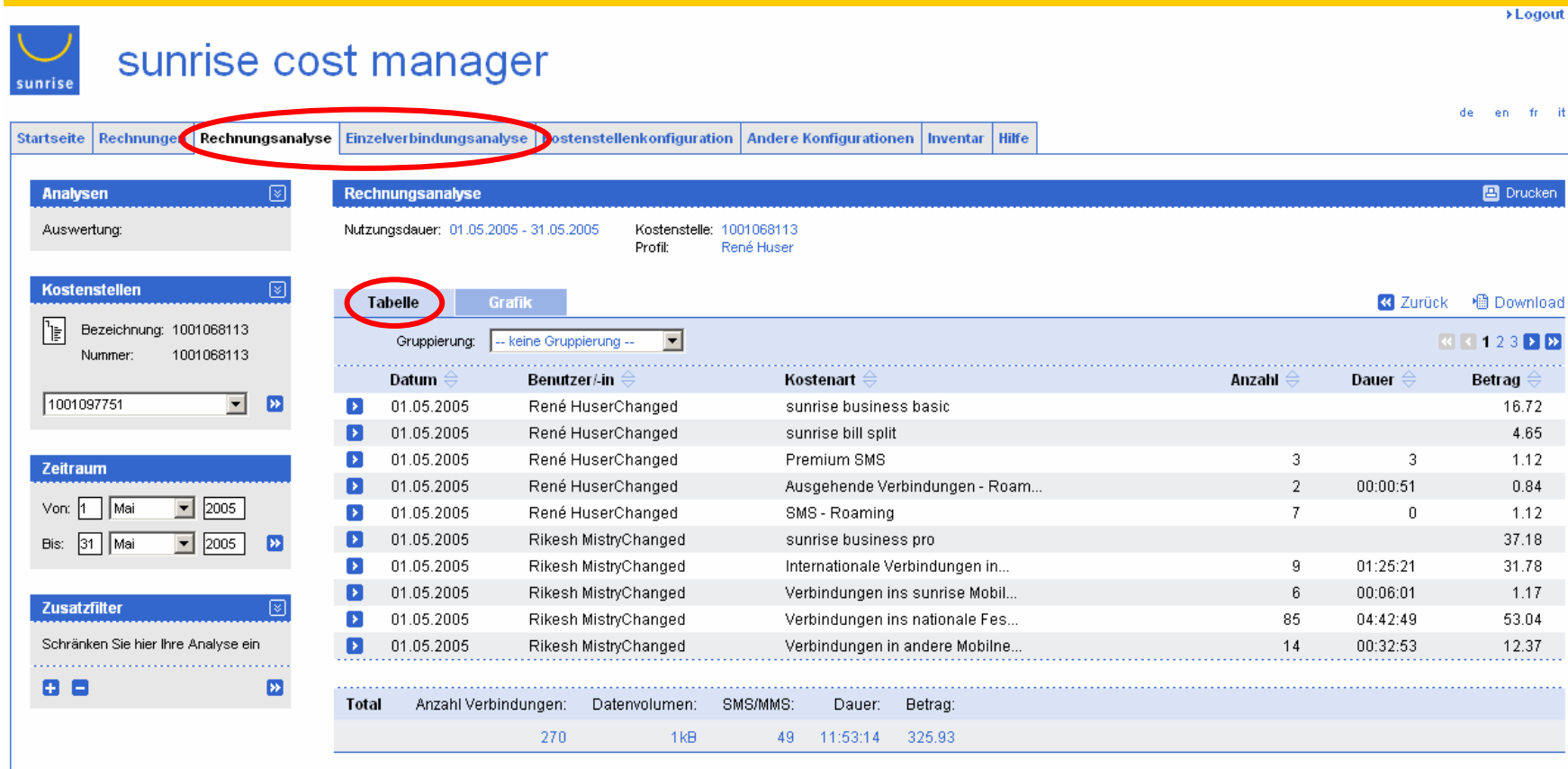
Rechnungsnummer: 92023825      Kundennummer: 1001068113 - TEST Kundendemo/sba  
Nutzungsdauer: 01.05.2005 - 31.05.2005      Profil: René Huser

**Zusammenfassung**

Rechnungsnr.	Nutzungsdauer	Zahlbar bis	Betrag exkl. MwSt.	MwSt.	inkl. MwSt.	Download
92023825	01.05.2005 - 31.05.2005	04.07.2005	325.93	24.77	<b>350.70</b>	
89797154	01.04.2005 - 30.04.2005	02.06.2005	285.71	21.72	<b>307.45</b>	
87598344	01.03.2005 - 31.03.2005	03.05.2005	157.46	11.97	<b>169.45</b>	
85419179	01.02.2005 - 28.02.2005	02.04.2005	164.45	12.50	<b>176.95</b>	
83253411	01.01.2005 - 31.01.2005	05.03.2005	153.97	11.71	<b>165.70</b>	
81393870	01.12.2004 - 31.12.2004	02.02.2005	259.60	19.73	<b>279.35</b>	

- Last 6 bills available
- Paper bill in PDF format
- Screen (HTML) version with drill-down option
- Download of bill or call details into a spreadsheet program

# Bill and call detail analysis



The screenshot shows the 'sunrise cost manager' interface. The 'Rechnungsanalyse' tab is selected and highlighted with a red circle. The report displays usage data for the period 01.05.2005 to 31.05.2005 for cost center 1001068113 and user René Huser. The 'Tabelle' view is selected, showing a table of call details with columns for Date, User, Cost Type, Quantity, Duration, and Amount. A summary table at the bottom provides totals for connections, data volume, SMS/MMS, duration, and amount.

Datum	Benutzer/-in	Kostenart	Anzahl	Dauer	Betrag
01.05.2005	René HuserChanged	sunrise business basic			16.72
01.05.2005	René HuserChanged	sunrise bill split			4.65
01.05.2005	René HuserChanged	Premium SMS	3	3	1.12
01.05.2005	René HuserChanged	Ausgehende Verbindungen - Roam...	2	00:00:51	0.84
01.05.2005	René HuserChanged	SMS - Roaming	7	0	1.12
01.05.2005	Rikesh MistryChanged	sunrise business pro			37.18
01.05.2005	Rikesh MistryChanged	Internationale Verbindungen in...	9	01:25:21	31.78
01.05.2005	Rikesh MistryChanged	Verbindungen ins sunrise Mobil...	6	00:06:01	1.17
01.05.2005	Rikesh MistryChanged	Verbindungen ins nationale Fes...	85	04:42:49	53.04
01.05.2005	Rikesh MistryChanged	Verbindungen in andere Mobilhe...	14	00:32:53	12.37

Total	Anzahl Verbindungen:	Datenvolumen:	SMS/MMS:	Dauer:	Betrag:
	270	1kB	49	11:53:14	325.93

- Predefined reports in table or graph form
- Self-service report at a specific cost center level, time frame, additional restrictions on call types

# Graphical view of analysis



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Startseite Rechnungen **Rechnungsanalyse** Einzelverbindungsanalyse Kostenstellenkonfiguration Andere Konfigurationen Inventar Hilfe

## Analysen

Auswertung:

## Kostenstellen

Bezeichnung: Default  
Nummer: Default

Default

## Zeitraum

Von: 1 Mai 2005

Bis: 31 Mai 2005

## Zusatzfilter

Schränken Sie hier Ihre Analyse ein

+ -

## Einzelverbindungsanalyse

Nutzungsdauer: 01.05.2005 - 31.05.2005

Kostenstelle: Default  
Profil: René Huser

Drucken

Tabelle

**Grafik**

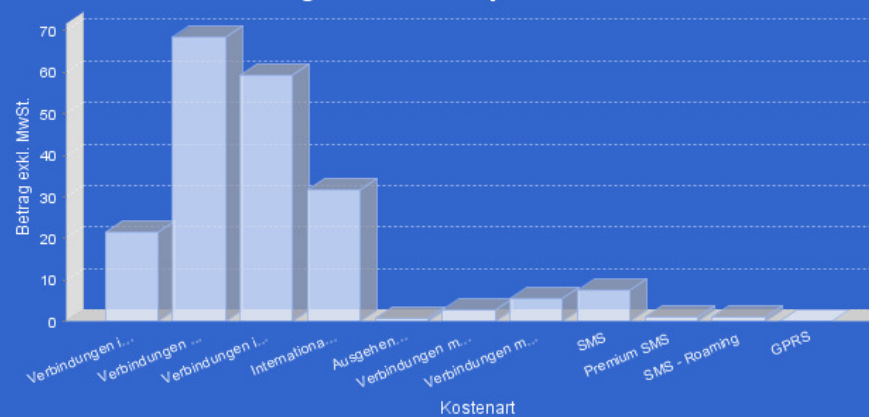
Download

Gruppierung: Kostenart

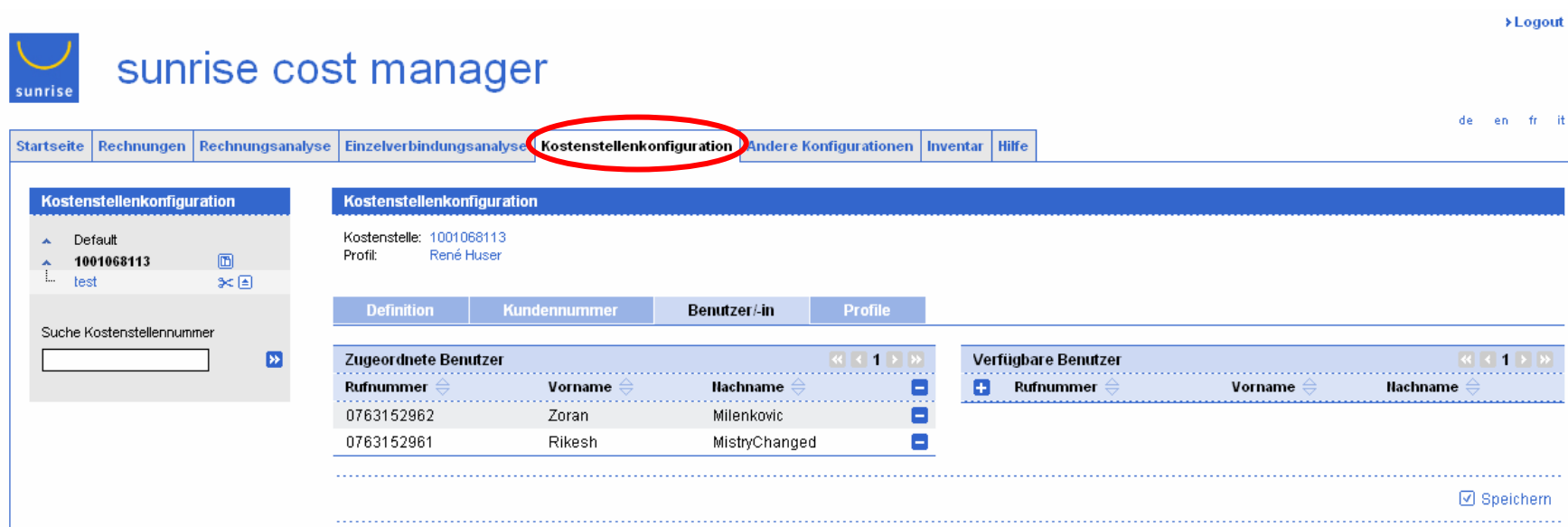
Darstellung: Balkendiagramm

Wert: Betrag exkl. MwSt.

Diagramm auf Gesprächsbasis



# Cost center configuration



The screenshot shows the 'sunrise cost manager' interface. The 'Kostenstellenkonfiguration' menu item is circled in red. The main content area displays the configuration for cost center 1001068113, including a search field for the cost center number and two tables: 'Zugeordnete Benutzer' (Assigned Users) and 'Verfügbare Benutzer' (Available Users). A 'Speichern' (Save) button is visible at the bottom right.

**Kostenstellenkonfiguration**

Kostenstelle: 1001068113  
Profil: René Huser

Definition	Kundennummer	Benutzer/-in	Profile
<b>Zugeordnete Benutzer</b> << < 1 > >>			
Rufnummer	Vorname	Nachname	-
0763152962	Zoran	Milenkovic	-
0763152961	Rikesh	MistryChanged	-

<b>Verfügbare Benutzer</b> << < 1 > >>			
+ Rufnummer	Vorname	Nachname	

Speichern

- Mapping of customer's cost center hierarchy
- Profile Management to give access to cost center managers



# Configuration of alarms, discount distribution, notification, inventory fields

sunrise cost manager Logout

Startseite Rechnungen Rechnungsanalyse Einzelverbindungsanalyse Kostenstellenkonfiguration **Andere Konfigurationen** Inventar Hilfe

Auswahl Account: 1001068113

Andere Konfigurationen  
Profil: René Huser

**Alarme** Rabattverteilung Email-Benachrichtigung Inventar

Konfiguration für Alarme:  
Benutzer/-in: René HuserChanged - 0763152960  
Bereich: Alle  
Gesamtkosten: 10.00  
Einzelverbindung:  
Differenz zu Vormonat (%):

Alarme Rabattverteilung Email-Benachrichtigung **Inventar**

Eigene Inventar-Felder

Feld 1:		Feld 6:	
Feld 2:		Feld 7:	
Feld 3:		Feld 8:	
Feld 4:		Feld 9:	
Feld 5:		Feld 10:	

Verteilermethode:  
 keine  gemäss Umsatz  gleicher Betrag  manuell

Alarme Rabattverteilung **Email-Benachrichtigung** Inventar

Profil			
Vorname	Nachname	Benachrichtigung neue Rechnungsdaten	Benachrichtigung Alarme
Irene	Hartmann	<input type="checkbox"/>	<input type="checkbox"/>

© sunrise 06.09.2005  Speichern



# Inventory Management

[Logout](#)



## sunrise cost manager

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### Auswahl Rufnummer

Kundennummer:

1001068113

Rufnummer:

0763152960

### In Excel bearbeiten

[Änderungen blockieren](#)

[Inventar Download](#)

[Inventar Upload](#)

### Inventar

Profil: René Huser

#### Allgemeine Inventar-Felder

#### Eigene Inventar-Felder

#### Allgemeine Inventar-Felder

Vorname:

René

Nachname:

HuserChanged

Abonnement:

Start Vertragsdatum:

Vertragsdauer:

PIN:

PUK:

SIM-Kartennummer:

Telefonbezeichnung:

Gerätenummer:

Zusatzprodukte / Zubehör:

Bemerkungen:

Speichern

## Vision and next steps

- Integration with electronic payment (EBPP)
- Hot billing function (near-real-time call details)
- Further upgrade of Inventory Management
- Adapt for consumer market





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Thank you for your attention

Any questions or comments?

**More information and application demo at  
Ergon booth in the exhibition area**