

UshaComm unveils the Power of BSS Ecosystem

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UshaComm, an established telecom software company, is a part of Usha Martin Group, is well known for its development and delivery of high quality, low total-cost-of-ownership billing and customer care system. Its customers comprise telecom operators across the globe.

UshaComm is now pleased to announce the launch of a much wider spectrum of services aimed at addressing the rapidly emerging needs of telecom operators. To achieve this, UshaComm has developed strategic alliances with various partners across the globe to form the much-awaited BSS Ecosystem.

The BSS ecosystem enables operators to make modular investments and obtain optimal mix of features and functionalities.

Through this BSS ecosystem, UshaComm launches Billing Value Pack, which is a unique pack of charging & billing solution bundled with innovative and contemporary Value Added Service license available on a highly cost effective Sun platform.

“The highly economical Billing Value Pack can be readily used to support the launch of any new line of next generation business. The pack provides all necessary charging and billing features required to rate both legacy and value added services. Speed of launch and scalability supported by this pack helps operators maximize returns on investment in next generation networks”, according to Dr. Saugata Banerjee, Executive Director of UshaComm.

"We are very happy to partner with UshaComm in this venture, a step forward in equipping telecom operators with what they need to move towards the next phase of telecom development. The Sun Fire T2000 server which powers this service provides the perfect fit in ensuring costs are kept to the minimum but at the same time scalable to handle the growing number of users and transactions which are typical of next generation services”, said Mr K P Unnikrishnan, Director - Strategic Alliances & Teleweb Sales, Sun Microsystems India. "Combined with the power of the Solaris 10 Operating System, the highly successful Sun Fire T2000 Server would deliver unprecedented throughput with high savings in space and power, while protecting the telecom operator's investment", he added.

Mr. Amit Lakhmani, CEO of MaxMobility, feels that giving one platform to launch both Value Added Services and billing application greatly reduces operator's time to market. It also does away with billing integration complexities and helps to profitably charge next generation services.

Besides, UshaComm also launches its new offerings of CRM and ERP solutions through the ecosystem.

UshaComm has joined hands with Probil, a Germany-based organization with a world class, cost effective CRM solution – ‘Emptor’, to deliver budget friendly CRM and billing platform addressing the most contemporary issues of customer retention.

“Combining ‘Unicorn’, UshaComm’s flagship billing product with CRM solution will enable all Tier 2 and Tier 3 operators to launch effective retention plans. Leveraging the power of billing to execute customer relationship programs will result in an increase of the success rate of campaigns”.

“Retaining existing customers cost effectively is a major challenge also of today’s telecommunications industry. This relationship will help operators to overcome this by a single cost attractive platform with an integrated billing and CRM solution” - according to Mr. Gerald Groh, Managing Director of Probil GmbH. “This solution will help operators to launch unique loyalty programs, which are based on volumes of intelligent data produced by Unicorn billing system of UshaComm and such loyalty schemes can be effectively launched using the Emptor CRM-suite solution of Probil GmbH.” UshaComm has partnered with Seasoft to integrate its flagship Unicorn billing solution with ERP solution ‘Swelog’ of Seasoft.

This partnership will help financial managers of telecom operators to get a comprehensive financial dashboard, which combines major cash streams from billing and ERP systems, resulting in improvement of financial planning of operators”. Mr. Kingshuk Dhar, Director Marketing of Seasoft, feels, “integrating an ERP system with the Unicorn billing solution reduces the risk of mismatch of critical financial data besides providing an integrated real time view of the prime cash flow streams. This solution allows better decision making through high quality reports based on financial indicators. Besides, integrating with upstream CRM would also help in making sales forecast. ”

UshaComm has also partnered with Connectiva systems, a US based Revenue Assurance solution provider. Connectiva brings rich experience in revenue assurance, and has delivered revenue assurance solution to numerous operators in all part of the world. UshaComm offers its large global experience in telecom billing processes to deliver a high quality and extremely effective revenue assurance program along with Connectiva systems.

Since revenue assurance, to a large extent, revolves around BSS, “UshaComm’s expertise in billing & BSS processes combined with Connectiva System’s product will help customers get an ultra-effective revenue assurance solution”.

“Implementing a revenue assurance solution is on the top of telecom operators’ to-do list globally. Connectiva is a leader in providing revenue assurance solutions to the telecom industry and its award-winning product, ONEREVIEW can identify, correct and prevent leaks along the revenue chain”, said Mr. Kaustav Ghosh, VP, Operations for Connectiva Systems. “We are very pleased to partner with UshaComm and offer a combined solution to telecom operators worldwide.”