Vendor Spotlight: Razorsight
## Push Margins to the Max With Big Data Analytics

By Becky Bracken

As the telecom industry rides the latest wave of revolution, it's more important than ever to really get to know your network. Data analytics can tell Service Providers (SPs) everything they need to know to invest wisely, promote services effectively and push profit margins to the max.

The key to success is getting to know every aspect of the network, from end-to-end, and figuring out how to wring every last nickel from capital investments. Razorsight's Profit Enhancement Solutions capture the data that can tell SP's everything they need to know to gain critical competitive edge. From service reliability to customer data, today's hyper-competitive climate requires operators to listen to what infrastructure and revenue streams are signaling and tweaking systems for maximum efficiency, profitability and minimal churn.

Profitability Analysis is the Holy Grail

Service providers are looking for answers and it's data analytics solutions like Razorsight's which can help them get answers that they already have, but can't easily access. How can I reduce costs? How do I leverage my infrastructure to attract the most
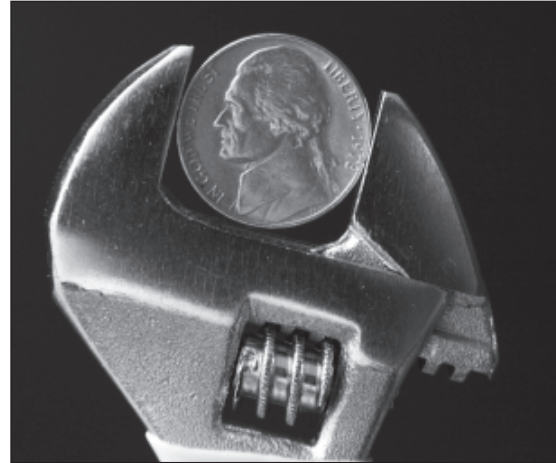
profitable customer? How do I roll out my products? These aren't just process issues, they're fundamental business questions that need to be addressed in today's market in order to effectively compete.

Charlie Thomas, Razorsight's CEO says he hates the term "dumb pipe." But, he concedes, service providers are at risk of becoming transport providers, especially in the face of bandwidth-hog OTT players and companies like Google roaring into the communications space. It's through data analytics that they can reduce operating costs, invest in the most profitable areas of the business and offer their customers differentiating services. Data analytics help network operators and service providers

compete.

"Profitability analysis is the Holy Grail," Razorsight CTO Suren Nathan says.

He adds that telecommunications is far behind other industries in taking a hard look at analytics and points to financial services as an industry light years ahead of telco in crunching big data. The reason for the race toward data analysis from carriers? Shrinking margins. Getting large numbers of customers used to be enough. Now, carriers have to figure out how to get the most revenue out of the customers they already have.

120 Days to 1100 percent ROI

Covad knows all too well the power of data analytics--to the tune of $9 million in savings and 1100 percent ROI. Covad provides broadband in 45 states and 240 metropolitan areas but was bogged down under a home-grown bill payment processing system loosely connected to its other BSS services. Data queries were done only sporadically and on spreadsheets. Billing for Covad required an inordinate amount of manual oversight.

With the implementation of Razorsight's Profit Enhancement Center, Covad was able to enhance dispute savings, processes and gain visibility to critical data. The best part: The entire deployment happened in just 120 days. Razorsight implemented Analytics and Capture modules, which were fully integrated with BSS/OSS systems.

It's that kind of quick turnaround that's driving the widespread adoption of analytics, especially when they can be delivered through low-cost SaaS (Software as a Service) models like Razorsight's, which not only speed up time to delivery and implementation, but don't require expensive infrastructure investment.

"The speed of business is changing, and our customers need consumable results," Thomas says.

Intelligent Refinement

Thomas says Razorsight's analytics solutions help operators evaluate their overall network assets. Using data to make incremental tweaks in process or people can mean millions to the SP's bottom line. "It's really a refinement process to turn the dial a few degrees further here and there," Thomas adds. "You

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can analyze different forms of consumption and be more intelligent."

SP's should be able to answer several questions about day-to-day business. What is the cost of services? What is the revenue from those services? What are the network costs? What about consumption and inventory?

And it's the ability to liberate and analyze the data that means all the difference in the bottom line. From front-office, customer-facing analytics dealing with customer service to back-office analytics dealing in reliability, Razorsights SaaS solutions can tell operators more about their business than they ever knew before.

"Profitability is a complicated equation," Suren adds.

Moving forward, analytics will focus on consumer behavior and enable providers and operators to create and deliver enhanced, personal services. Social media and the ability to capture vast amounts of customer data will be at the forefront. Location-based content will enable services like mobile couponing and mobile promotions while content-based customer analytics will reveal the buying and consumption patterns of users to allow for targeted marketing for goods and services, Suren says.

It's data analytics tools, like Razorsight's Profit Enhancement Center, that will power providers' ability to survive and thrive over the next five years, which Thomas says will be nothing short of transformative for the telecom industry, as wireless takes its place in the center of the communications universe. And as even the largest networks try and quickly maneuver to meet the evolving desires of customers, they will require equally nimble partners to unlock the secrets of their own business and output metrics with meaningful insights.

About Razorsight

Razorsight is the only provider of cloud-based business intelligence and profit analytics for the communications industry. It delivers value across multiple departments (Finance, Sales, Marketing, Engineering, and Procurement), and provides consistently actionable Business Intelligence via web-based alerts, dashboards, and custom reports that have a profound impact on Operating Margins. Razorsight delivers optimal scalability while ensuring immediate ROI. Razorsight's software is used by numerous industry leaders including AT&T, Verizon, T-Mobile, CenturyLink, Comcast, Telus, IBM, Windstream, Tata and Telekomunikacja Polska.