Unisys CAP: A Powerful Profit Generator for Telecommunications Companies

In a saturated telecommunications market, you can no longer rely on new mobile phone customers as a significant profit center. Today’s competitive conditions call instead for raising per-user revenue, via new services and heightened customer loyalty. This solution brief explores voice mail service as a path to competitive advantage for telecom companies that use the Unisys Communications Application Platform (CAP).

Wanted: Information for Fast, Well-Substantiated Decisions

Although actionable voice mail usage data is considered hard to retrieve from CAP, Micro Focus® Databridge™ offers reporting capabilities that are sure to change that notion. With Databridge, you can produce statistics on non-initialized mailboxes, changes to personal greeting, and number of times a message is retrieved. You can also determine a variety of usage patterns, identify high- and low-volume users, and measure the success of customer-loyalty campaigns.

Real-World Example

A leading international telecom company recently used Databridge to increase their average revenue per user (ARPU). Unisys provides maintenance and support of their ClearPath and VSE CAP systems, but the carrier was struggling to get a granular view of their voice mail usage.

The company had no way to predict how a given change or a new service would impact ARPU, so they could not move ahead with proposed revenue-generating projects. For example, they wanted to motivate users to personalize their mailboxes, but they had no way of knowing if a change like that would increase the likelihood of a message being left and decrease the “slamdown” rate.

IT staffs in other telecom companies face similar challenges. In fact, their wish lists typically include items like these:

- What if I could seamlessly integrate my voice mail data solution into my existing infrastructure? That would mean business analysts could get useful insights into my company's performance indicators. A unified view of activity across all platforms could easily translate into trend analysis, usage forecasting, and product-execution info.
- What if I could seamlessly integrate voice mail-usage data with Microsoft SQL or Oracle? That would make it easy for analysts to access, analyze, and process business information. They could

Databridge at a Glance

- **Integrated, Real-Time Analytics:**
  - Securely integrates your voice mail-usage data into your modern business-analysis systems.
  - Provides real-time, accurate information about customers’ patterns of use.

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An Out-of-the-Box Solution

Databridge is the only true ETL product that securely integrates your voice mail-usage data into your modern business-analysis systems. And it’s the only way for telecom companies to get real-time, accurate information about their customers’ patterns of use.

Now, with good decision support tools, the carrier has the information needed—in the form needed—to make ongoing decisions that increase ARPU. And with the ability to easily evaluate the impact of changes, they can formulate a roadmap for the services that make them most competitive.

A Modern Breakthrough in CAP-Based Decision Making

Databridge is the only out-of-the-box solution of this kind on the market. It’s the only true ETL solution that securely integrates your voice mail-usage data into your modern business-analysis systems. And it’s the only way for telecom companies to get real-time, accurate information about their customers’ patterns of use.

When a single tool can give business managers granular, actionable information, they can make solid decisions. And in the telecommunications market, that means you can implement strategies to optimize your voice mail programs and generate associated revenue.

About Micro Focus

Since 1976, Micro Focus has helped more than 20,000 customers unlock the value of their business logic by creating enabling solutions that bridge the gap from well-established technologies to modern functionality. The two portfolios work to a single, clear vision—to deliver innovative products supported by exceptional customer service. www.microfocus.com