Digital Billing and Revenue Management (dBRM)

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Revenue Accelerator in Multi-service & Multi-technology

STL dBRM is a carrier-grade, convergent Billing and Revenue Management solution that enables next generation data, voice and video services over wireline and wireless networks. A comprehensive Billing ecosystem – STL dBRM, is not just limited to real-time rating, convergent billing, invoicing, partner management and self-care. It is the mission-critical, best-of-suite monetization platform for any-play Retail, Enterprise and Partner billing. It not only helps accelerate revenues but also prevents revenue leakage drastically – thus giving back complete control to you over the twin business drivers.

Powered by DevOps, Analytics, Webscale, Network Software (DAWN), dBRM is a robust platform that fulfils wide spectrum of care and commerce needs for both Retail and Enterprise digital journeys. The Cloud-ready dBRM seamlessly combines its real-time capabilities with the flexibility, reliability and scalability necessary for CSPs to transform into a Digital Services Providers (DSPs). Whether launching new digital services, on-boarding new lines of business or looking to achieve agile operations with DevOps, dBRM helps CSPs accomplish with ease.

Through standards-based API, it easily interoperates with any third party system, independent of technology barriers. STL dBRM supports open standards and innovative technologies for billing and rating of a rich basket of services like 5G, Mobile, Broadband, VoIP, Wi-Fi, cable, wireless/wireline, LTE and more. Also, it is compliant with eTOM processes - TM Forum's Business Process Framework.
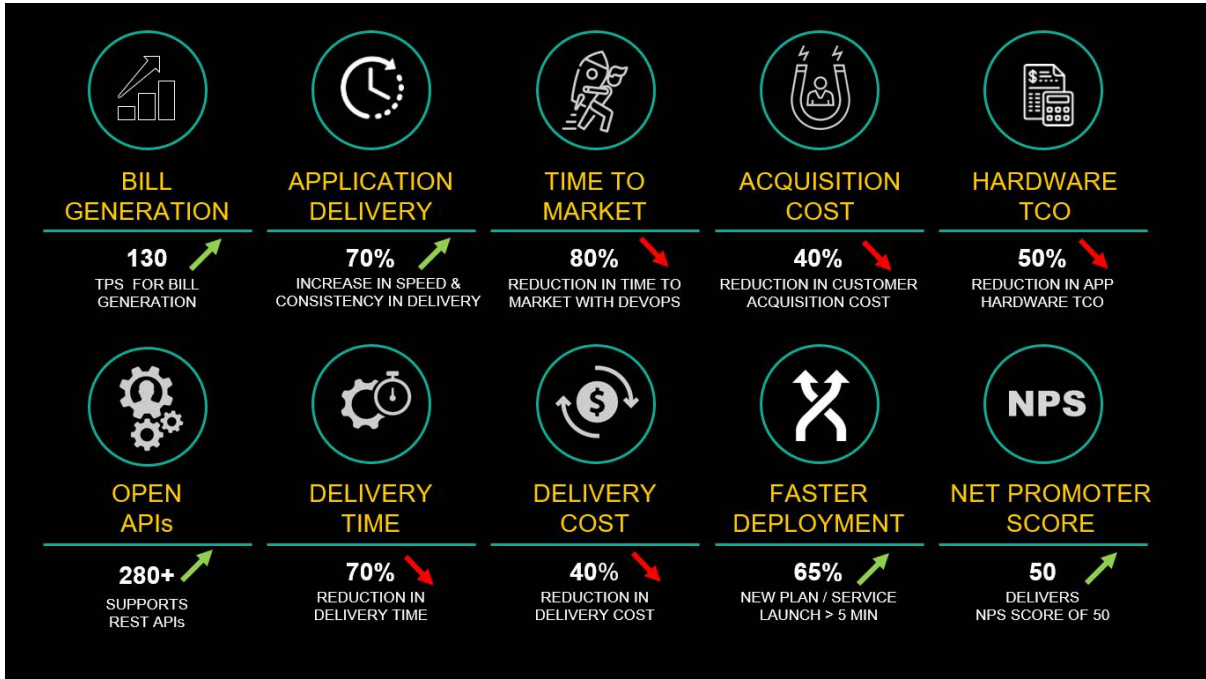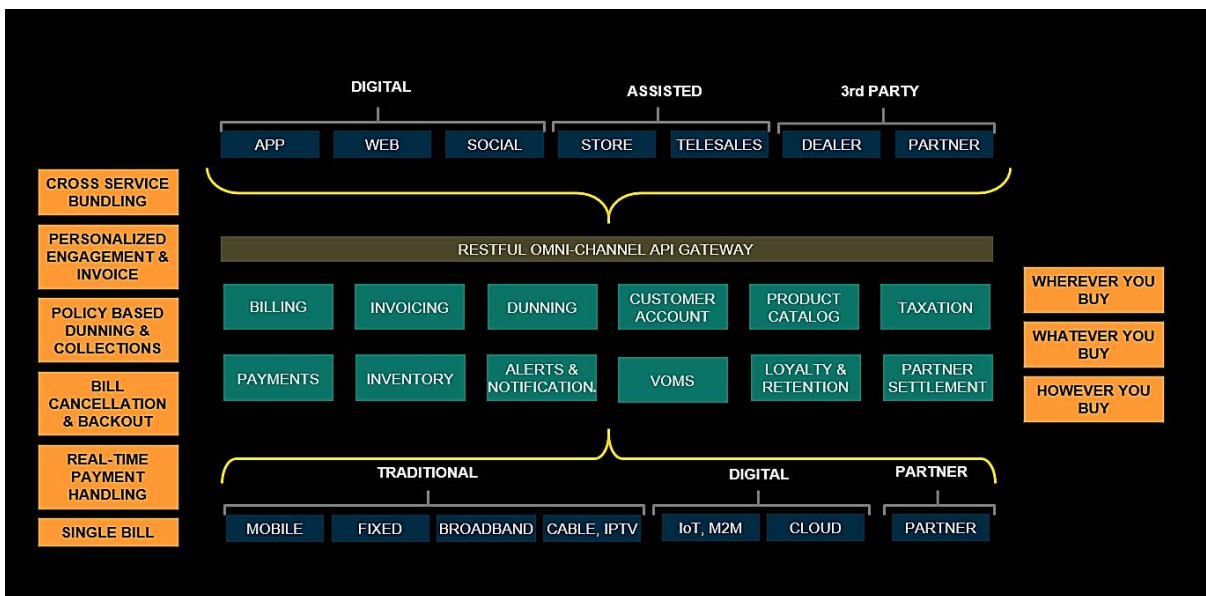
Highlights

Advantage dBRM

STL dBRM helps CSPs to accelerate on their path to becoming a digital service provider via digital billing innovation. It is a complete convergent solution with a unified view for prepaid, post-paid and single bill to customers for multiple services.

High Revenue, High Margins	Prevents Revenue Leakage
With dBRM, CSPs can launch new revenue generating packages quickly. It enables operators to roll out complex bundled plans, create fine market segmentation, attract and retain high value customers. Also improves Average Revenue per User (ARPU) and expands share of wallet usage by cross-selling and up-selling of services, cross-discounts and promotions.	The platform offers complete control over billing and customer care with a central repository of customer and service level data that can be plugged into other modules, easy interface with network elements, efficient content and channel partner management, preventing billing errors and revenue leakage.
Low Cost of Integration & Operation	**Single Subscriber View**
The billing system delivers compelling cost of ownership, cost efficient scalability and enhanced system availability. It also reduces operating expenses by automating system supervision and management through revenue management, partner management, Open APIs-based self-care and CRM, real-time revenue assurance and transaction management.	Enables operators to manage the entire subscriber relationship management through a single solution integrating customer care and Billing. It is a unified platform that offers a single bill to customers for multiple services over multiple networks. This leads to more informed business decisions by faster, accurate and accessible view of business metrics.
Enhanced Customer Experience	**Future Proof Solution**
dBRM enables CSPs to easily manage day-to-day operations that are very essential to create a wow factor to enhance customer experience. It provides an end-to-end, impact-oriented, positive customer experiences via Dialogue-based order store, Reduced Cycle Time, Right first time, Self-monitoring + service Activation and notifications push via WhatsApp, SMS, Email.	Functioning on a J2EE-based, fully customizable, modular architecture, the platform offers high scalability and flexibility with full systemic revamps as well as modular replacements. Open APIs ensure extremely short and cost-effective deployments while retaining flexibility to accommodate future next generation services easily.
Faster Time to Market	**Dependable, Robust Technology**
DevOps-based delivery model fast forwards idea-to-install and time-to-market new services. Support for microservices, easy ecosystem integration and automation tools, Simple and end-to-end deployment tool covering development to live production environment	Delivers high performance, high stability (99.999% uptime) and super scalability. Being an access-agnostic platform built on multi-tiered architecture, integration with leading equipment vendors and standard-based interfaces becomes super easy and reliable.

STL dBRM KPIs: Measuring the Benefits

dBRM Functional Architecture

Product Lifecycle Management

- Robust product catalogue management
- Enables providers of rapid deployment of variety of plans, bundling enterprise tariffs and defining and managing of service level agreements on variety of parameters thus reducing time to market

- Built on strong foundations of J2EE and supports open standards for easy integration with other systems such as Order Management Systems, Provisioning Systems, and SLA Monitoring Systems.
- Launch bundled offerings in the market, increase ARPUs and seamlessly address the new age digital customer needs

Inventory Management

- Create and manage logical inventory of all types of hardware such as SIM cards, CPEs like handsets, modems, prepaid cards and recharge cards (vouchers), etc.
- Inventory Lifecycle Management- Tracking & Blacklisting of inventory/numbers, Status change
- Inventory Order & Warehouse Management; Dynamic pairing & un-pairing support

Billing Management

- Integrates Retail, Corporate and Partner billing on a single platform
- Supports invoices for prepaid and postpaid customers
- Allows different types of invoices such as Sales invoice, Regular Invoice, On-demand invoice, Invoice for Advance Collection, and Bill Aggregation
- Split bill between billing accounts (Employee and Employer) based on various business rules

Bill Formatting

- dBRM provides Bill formatting utilities, which can be used to generate final formatted bills as per operator need.
- Bill formatters take the raw output data produced by the Billing Engine. These invoices are sent to the bill printing company, who takes care of generating the final copy of the generating invoice.
- Finally printed bills are shared with customers

Dunning

- Provides complete Dunning lifecycle such as Dunning Request (Pre-screening Entity), Dunning Unit, Dunning Actions, Future Actions, Reversal Actions along with tracking and audit
- Invoice-level and Account-level dunning types along with dunning notifications are available
- Supports third party integration such as Payment, Billing, CAM with Dunning
- Dunning bulk operations can be done on full spectrum of dunning actions
- Automated engine for dunning Unit Collector Services, various Queue Services and unsnooze etc.

Payments & Collection

- Single payment against multiple invoices
- Multiple modes of payment collection like cash, cheque, coupon, credit/debit card, direct debit, demand draft etc.

- Supports generation of credit & debit notes
- Online payment integration
- Supports partial & advance payment, payment reversal, Refund and Transfer Deposits
- Bulk payment upload

Open APIs for Self-Care & CRM

- dBRM has more than 280 REST APIs
- These APIs used by external systems like CRM, self-care and so on
- Easier to integrate REST with present sites without refactoring website infrastructure.
- These APIs provide Catalogue, Customer, Payment, Bill, Adjustment and many more details
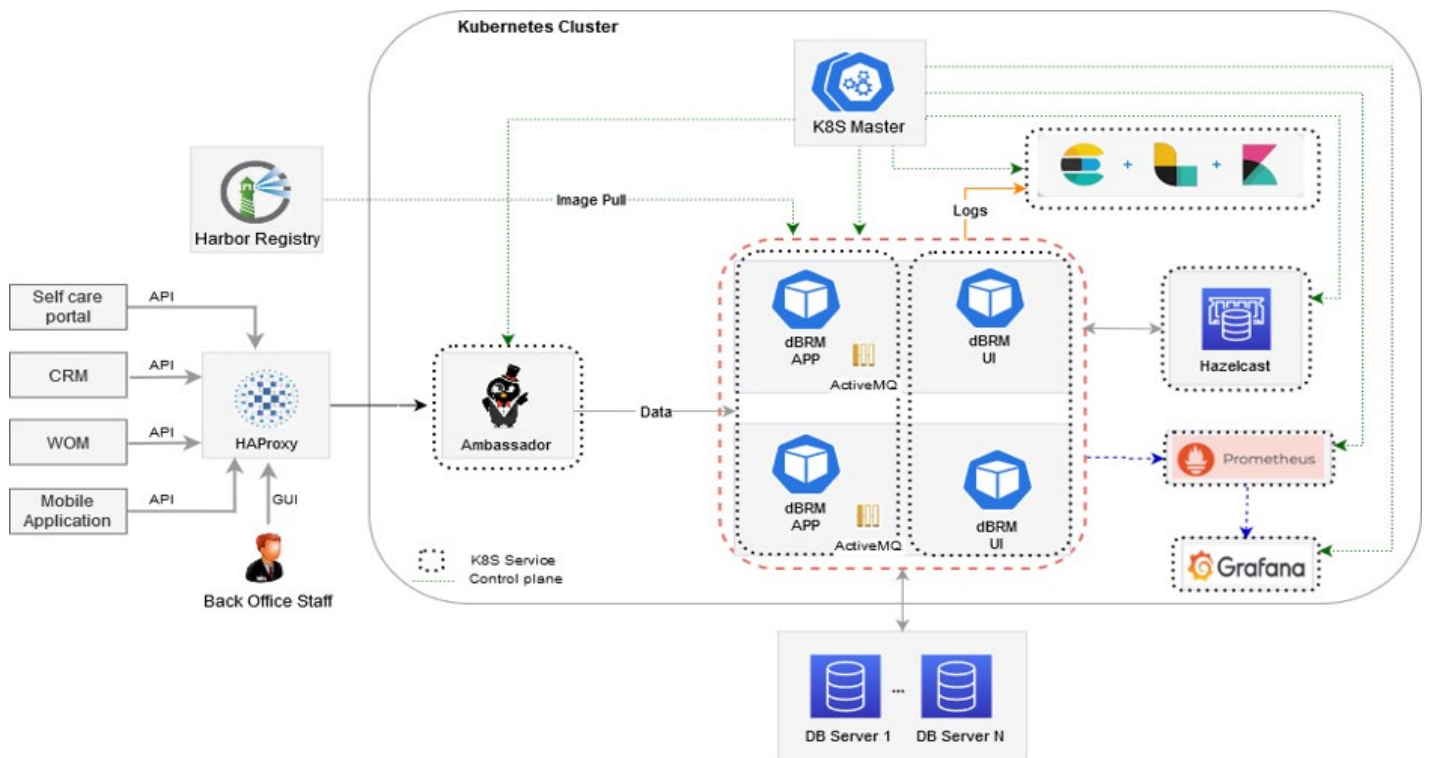
Analytics-driven Personalisation

- Intellza (STLs Analytics Platform) generates insights across the business value chain benefiting both subscribers and partners.
- Loyalty and Retention module along with Recommendation engine provide personalized engagement to customers across touchpoints with analytics driven campaigns.
- Segment users and recommend next best actions based on advanced data analysis.

Services and Billing Systems Mapping

Service Product Catalogue	Charge Items	Billing Type & Charge Pattern

• Internet leased line
• MPLS
• Ethernet
• IPLC /NPLC
• Content Delivery
• Network
	– Charge Types:
	– Fixed & Usage
	  o Fixed: Based on bandwidth
	  o Usage: volume & time
		• Prepaid billing (Advanced billing - monthly bimonthly, half yearly Annually)
		• Percentile based billing average billing (real-time billing based on CDRs), Postpaid billing (monthly, bimonthly, Bill in arrears)

• Cloud-based DDos
• Unified threat management devices
• Intrusion detection & prevention system
• Managed firewalls
	• Charge types
	– Fixed & usage
	  o Fixed: Based on bandwidth, boxes or units
	  o Usage: Based on volume, Routes, application usage
		• Prepaid billing (Advanced billing - monthly bimonthly, half yearly Annually)
		• Postpaid billing (monthly, bimonthly, half yearly in arrears)

• Co-location • Managed hosting	• Charge types – Fixed o Fixed: Based on bandwidth, Rackspace, size volume of traffic, etc.	• Prepaid billing (Advanced billing - monthly bimonthly, half yearly Annually) • Postpaid billing (monthly, bimonthly, half yearly in arrears)

dBRM Technical Architecture

Built on microservices architecture, dBRM gives unparalleled agility to CSPs on the journey of becoming Digital Services Providers (DSPs). It is a web-scale platform that provides a "containerized ecosystem" edge built on cloud best practices. With fully-modular architecture of dBRM, CSPs have the option to choose only relevant components. This enables CSPs to address their immediate problems pointedly without having to go through long transformation.

Why STL?

- Solid track record of **15+ years** in offering high quality, cost effective, future ready solutions.
- Experience working with **70+ operators** with over **40+** dBRM/dBSS implementations
- **25+** successful OCS implementations across LTE, 2G/3G, IMS, Wireline/ ADSL, IPTV, Wi-Fi, WiMAX, CDMA, PSTN
- Multiple Broadband and LTE solution deployments in production across the globe
- Proven repetitive business with **Tier-1 customers** across SAARC, EMEA & SEA regions
- **Transformation experience** in Data Migration from legacy systems for Tier-1 providers
- **Open Architecture** ensures extremely short and cost-effective deployments while retaining flexibility to accommodate next generation services easily.
- Delivers large-scale Digital Transformation projects, Change Management & Phased Migration approach with **Parallel Run Strategy** enabling operator to roll out converged services before complete migration is done

Start the Digital Reinvention Now

The Cloud-ready dBRM seamlessly combines its real-time capabilities with the flexibility, reliability and scalability necessary for CSPs to transform into a DSP. Whether launching new digital services, on-boarding new lines of business or looking to achieve agile operations with DevOps, dBRM helps CSPs to accelerate on their path to becoming a digital service provider.

- Monetize any service, any market and any device, and offer innovative service bundles and apply real-time incentives across all lines of business
- Get never-seen-before agility in marketing and sales. Empower the team to motivate the customers towards more valuable service usage and spending by intelligent pricing offers and services in ways that are compelling to the end customer
- Faster, leaner and agile operations through web-scale BSS/OSS stack, supporting NFV standards for private cloud deployment, giving CSPs a choice to select what best suit them

STL | beyond tomorrow