



TARIFF SUITE

NEUROCOM

PROPRIETARY STATEMENT

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WHAT IT IS

Tariff Suite is a pricing simulation and analysis tool that helps single and multiple play telecom providers to:

- > Develop new bundles of products and tariffs
- > Define customer retention strategies
- > Manage costs
- > Analyse their margins

The goal of TariffSuite is to shorten the cycle :

1. Define experiment
2. Execute experiment
3. Analyse results

TariffSuite offers the capability to rapidly execute several pricing scenarios on several traffic patterns. Every event is rated according to one or more tariff plan(s).

Results are compared against each others in order to benchmark instantly the impact on revenue and margin of one or another tariff plan applied to a specific set of traffic.

WHY & HOW?

VALUABLE FOR TELECOM PROFESSIONALS :

- Developing new bundles of products
- Defining customer retention strategy
- Designing promotions and discounts schemes
- Managing costs
- Analyzing margins

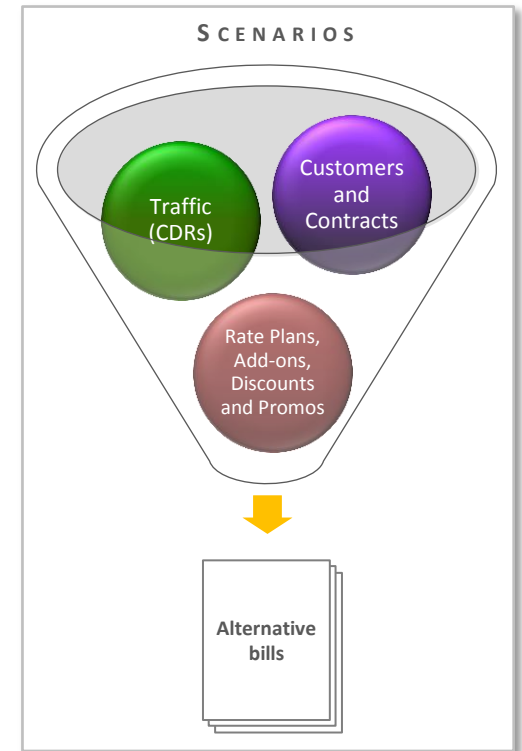
HOW?

By providing a single, flexible and fully configurable platform that:

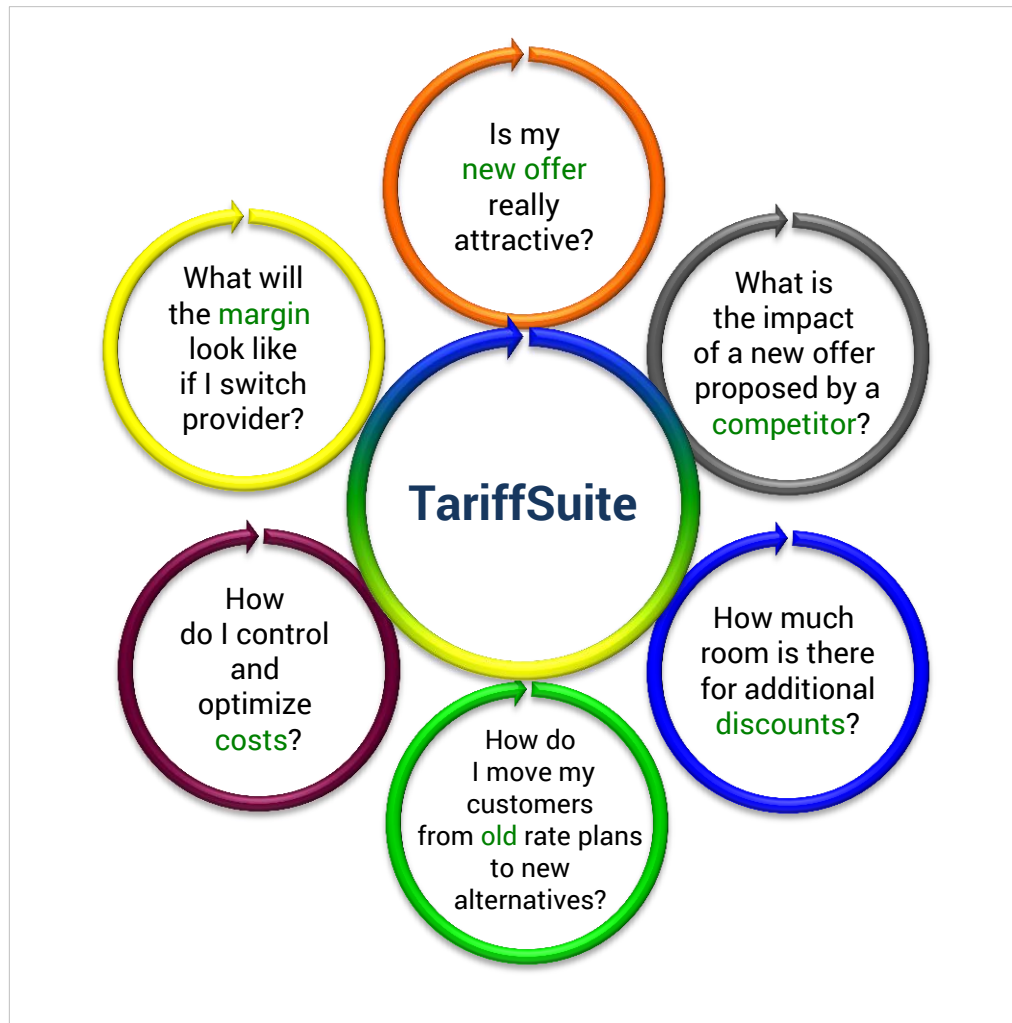
- Helps telecom experts define complex tariff and discount scenarios and run them for specific customer segments and representative usage traffic.
- Implements flexible algorithms based on complex national/international pricing models, voice/data/event services, landline/VoIP/mobile traffic.
- Rates every event according to one or more rate plans, calculates alternative bills, produces accurate, detailed summaries and compares them with real user data.
- Works offline and does not interfere with your live data.
- Comes in different set-ups, including cloud-based, distributed and stand-alone options.

FAST, FAST, VERY FAST...

- Runs on a super-fast rating engine that rates more than 200,000 events per second.
- On average, a billing run of 35,000,000 call detail records is re-rated 10 times (10 alternative bills calculated) in about 30 minutes. The power is in the software, not in the hardware.



ONE PLATFORM FOR ALL KINDS OF SCENARIOS



APPLICATION AREA : PRICING MANAGEMENT

PREDICTS IMPACT ON REVENUES

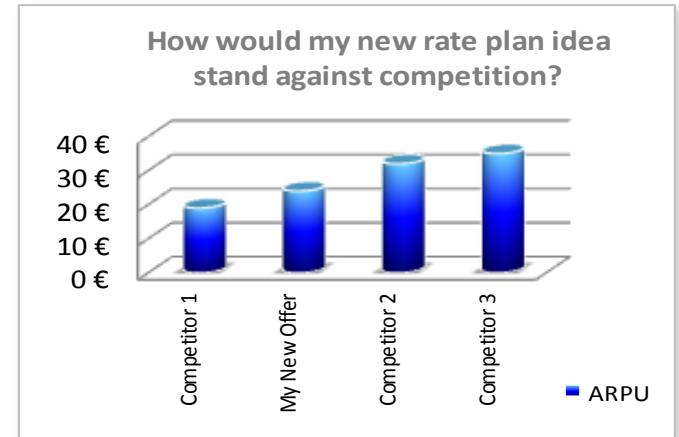
Product development teams now have a tool to do preliminary analysis before introducing new plans:

- > Design the best offers meeting the company strategy
- > Compare them to offers made by the competition
- > Check if new offers are really attractive
- > Predict impact on revenues

OPTIMIZES RATE PLAN MANAGEMENT

Rate plan management teams can make better decisions:

- > TariffSuite detects the "best deal" telecom companies can offer to their customers
- > Control consolidation of customers into the most important rateplans
- > Move your customers to the best rateplan according to their usage profile



APPLICATION AREA : CUSTOMER RETENTION

HELPS KEEP YOUR CUSTOMERS HAPPY

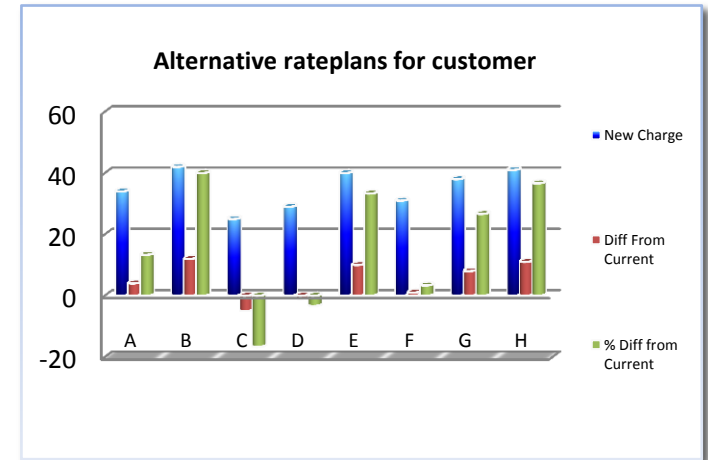
CRM teams can use TariffSuite to:

- > Learn what the customer would pay if they switched to alternative plans
- > Offer customers the appropriate combo of base plan and add-on services to lower their invoice without giving away all margin

ANALYZES COMPETITION

New plans and options proposed by a competitor can be immediately analysed:

- > To identify the best strategy to defend
- > To design new rate plans to beat competitors
- > To predict impact on revenues
- > To find the best alternative offer



APPLICATION AREA : MARGIN MANAGEMENT

MARGIN ANALYSIS FOR OPTIMIZED SALES

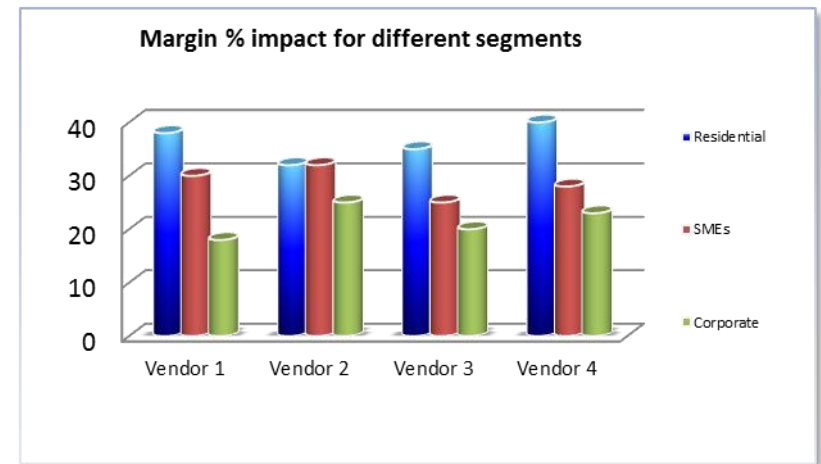
Allows management to allocate resources to commercial offers meeting company strategy by:

- > Accurately predicting future margins when introducing new plans and add-on services
- > Identifying customers, plans and profiles that produce the highest and lowest margins

MARGIN ANALYSIS FOR OPTIMIZED COST CONTROL

Margin analysis can give a very clear understanding to cost control and procurement teams of:

- > What would the effect be in margin from switching traffic to another provider
- > Whether providers charge as per agreements



HOW IT WORKS

DEFINE SCENARIOS

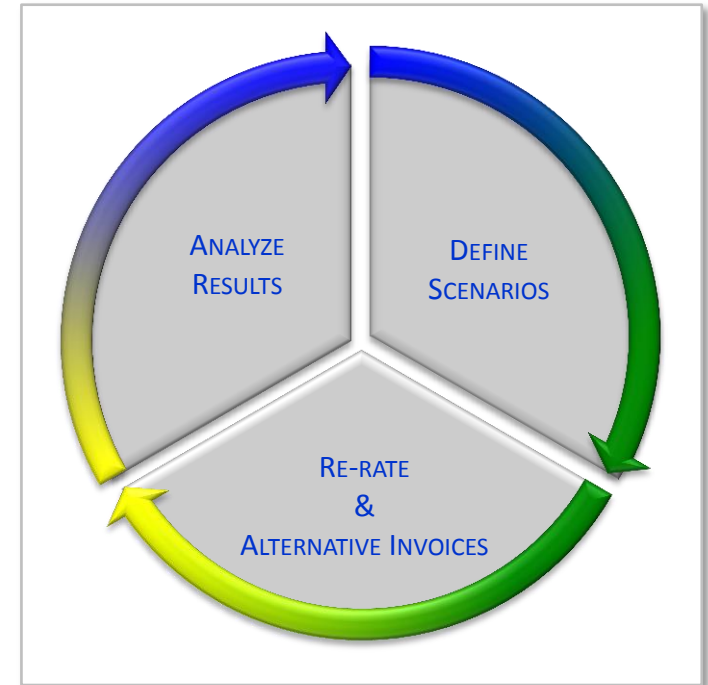
- > Select rate plans, add-ons, discounts and promos
- > Select customer and contract information
- > Provide the traffic data you want to include in the simulation

RERATE & COMPUTE ALTERNATIVE INVOICES

- > On average billing run of 35,000,000 CDRs is re-rated according to 10 different tariff plans in about 30 minutes

ANALYZE RESULTS

- > Per rate plan and service
- > Per invoice and customer
- > Per month
- > Data available in a form suitable for reporting (database tables)



BENEFITS

Market Leadership

- > Speeds up response to changing markets.
- > Improves ability to take advantage of critical windows of opportunity
- > Allows users to work on specific products in line with company strategy.
- > Strengthens your position in the market.

Productivity and Profitability

- > Improves your operational productivity but requires few resources allocation .
- > Provides accurate cost control and margin analysis to achieve greater profitability
- > Offers all the benefits of software as a service when run in this way



TariffSuite

Quality

- > Forecasts accurate results based on actual users' call details.
- > Implements a structured and repeatable process.
- > Provides results in a form suitable for reporting.
- > Can be automated in order to provide management teams with a permanent dashboard

Flexibility

- > Is easily configurable and does not require customized development.
- > Supports product and free unit bundles, add-ons, multiple units, volume steps, etc.
- > Supports multiple paradigms.
- > Easily interfaces with internal reporting systems.
- > Can be run either as a service or implemented on site.

ABOUT NEUROCOM

THE COMPANY

Neurocom is an experienced IT software and services provider delivering mission-critical software solutions that are ideal for handling huge volumes of data and providing super-fast processing, the highest accuracy, security and reliability.

We have been helping business customers increase their business productivity and profitability since 1999. We serve international customers and have established our credentials primarily in the telecom industry through billing solutions, commission systems and tariff simulation tools.

NEUROCOM SA IMPLEMENTS SOLUTIONS FOR:

- > Tariff Simulation
- > Billing
- > Commissioning
- > Convergent Point of Sales and Order Management
- > Data warehouse and Business Intelligence

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