

Monaco Telecom Replaces Billing System to Pave Way for Innovative New Services



Monaco Telecom
Monaco
www.monaco-telecom.mc

Industry:
Communications

Oracle Products & Services:
Oracle Communication Billing and Revenue Management

Key Benefits:

- Provided Monaco Telecom with a flexible billing platform to support current and future offerings
- Reduced costs and complexity
- Provided the service and pricing structure to support 3G service implementation

“Oracle Communication Billing and Revenue Management allowed us to replace our entire legacy GSM billing system in five months—from initial project inception through installation, testing, and deployment—a timeframe virtually unheard of in the industry.” – Thierry Poyet, General Manager, Monaco Interactive

Monaco Telecom, privatized in 1997, has established itself as one of Europe’s premier providers of innovative fixed-line, mobile, voice, and data communications services.

Since its inception, Monaco Telecom’s charter has been to be first-to-market with innovative technologies and services. As part of that endeavor, Monaco Telecom deployed Oracle Communication Billing and Revenue Management (previously known as Portal Software) for mobile service providers. The solution enabled the company to become one of the first organizations in the world to deploy a commercial 3G network and support enhanced convergent mobile voice and data services.

3G Service Experimentation

Monaco Telecom is a pioneer in the development and deployment of leading-edge telecommunications and multimedia technologies. To continue its record of innovation, Monaco Telecom acquired a license to provide universal mobile telecommunications system (UMTS), or 3G, mobile services—services that its legacy billing system couldn’t support. The company faced the choice of either financing a massive customization effort or implementing an industry-leading billing platform designed for the interactive, real-time, convergent billing environment required for 3G services.

Monaco Telecom decided against expensive tactical customization. Instead, the company pursued a platform that was designed to support the billing complexities of simultaneously delivering voice, data, commerce, and content over global system for mobile communications (GSM) and UMTS networks. Oracle Communication Billing and Revenue Management’s flexible architecture and innovative rating and pricing tools enable Monaco Telecom to introduce new GSM, general packet

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radio service (GPRS), and UMTS services quickly, including content-based billing for advanced 3G services.

Oracle Communication Billing and Revenue Management’s convergent capabilities effectively manage sophisticated pricing models based on value, usage, or quality of service. These capabilities allow Monaco Telecom to offer creative pricing models, cross-product discounting, bundling, and promotions to maximize its profitability.

“Monaco Telecom must experiment with new services and, perhaps more importantly, new pricing. Oracle’s solution allows us to be more creative with new offerings and pricing models,” said Thierry Poyet, general manager of Monaco Interactive, a subsidiary of Monaco Telecom.

Support for Multiple Services

Monaco Telecom subscribers have had an overwhelmingly positive response to the company’s new real-time provisioning and self-service capabilities. Rather than waiting hours for newly purchased voice or premium content services to become available, subscribers can enjoy new services immediately because Oracle Communication Billing and Revenue Management activates services in real time.

In addition, a subscriber’s account activity is posted as the transaction is completed, eliminating the need for frequent calls to customer service representatives to determine the number of minutes remaining in a monthly plan. Customers have a single point of contact as well as an integrated bill for all services.

“As we expand beyond our core voice services, we must preserve our responsiveness to our customers’ needs,” Poyet said. “Oracle Communication Billing and Revenue Management supports compelling and innovative new services and interacts with subscribers in real time—two key value propositions that help us attract and retain subscribers.”

Foundation for the Future

The implementation of Oracle’s platform solution has provided Monaco Telecom with a solid foundation to extend its services well beyond current offerings. The company’s future plans include offering advanced interactive mobile and content services, such as convergent prepaid, mobile commerce, video streaming to handsets, location-based services, gaming, and mobile

videoconferencing, as well as cable television and broadband—all from a single environment. “Monaco Telecom’s legacy system was the most significant barrier to innovation,” Poyet said. “Oracle Communications Billing and Revenue Management breaks down this barrier to deliver on current voice billing requirements, while simultaneously arming us with the systems we need to create successful 3G business models.”

Why Oracle?

To fulfill its new and existing billing requirements, Monaco Telecom launched an extensive and competitive evaluation of potential solutions. After eliminating the solutions that lacked certain aspects of convergent billing, Monaco Telecom selected Oracle Communication Billing and Revenue Management.

“Our whole rationale for selecting a new billing system hinged on our expansion into the convergent services environment of 3G,” Poyet said. “Oracle’s mobile convergent billing solution not only enables us to be first to market in Europe with new enhanced services for our 3G subscribers, it supports our core revenue-generating 2G voice services today.”

Implementation Process

Working in close cooperation with an expert systems integrator, the company completely replaced its legacy system in a matter of months. The system’s open-application interfaces, rich developer environment, and four-tier architecture enabled Monaco Telecom to integrate the platform quickly and easily with the company’s operations and business support systems environment.

“Other billing vendors might typically require more than two years to accomplish this type of complex deployment,” Poyet said. “Oracle Communication Billing and Revenue Management allowed us to replace our entire legacy GSM billing system in five months—from initial project inception through installation, testing, and deployment—a timeframe virtually unheard of in the industry.”

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