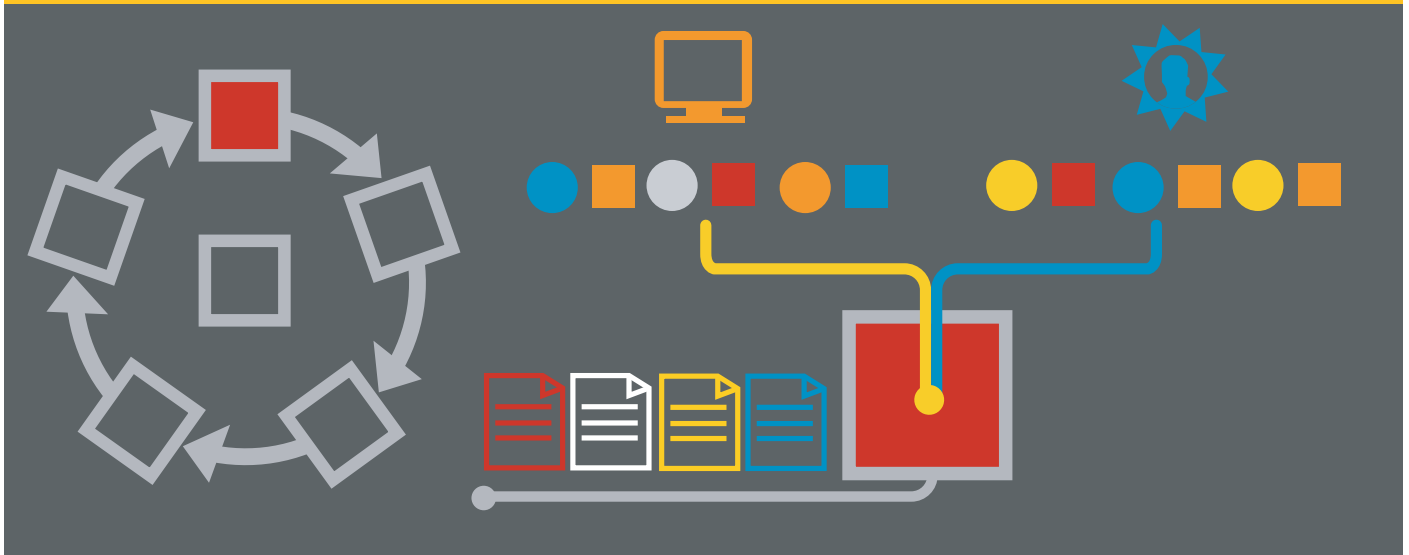


Turn data into valuable business intelligence



Business Logic Systems helps mobile telecoms operators turn customer usage data into meaningful trends and valuable business intelligence.

Operators amass vast amounts of data from different software platforms that support different parts of the mobile business. Understanding the trends buried in this data is vital to support strategic business decisions. Mobile operators need a fast, robust and flexible mechanism to query data across multiple platforms, from voice call data records, to SMS/MMS records, through to billing adjustments, recharging records, network traffic patterns or even fraud attempts.

InTelestage™ Business Report Manager is a business intelligence tool that turns customer usage data across multiple platforms into valuable business intelligence.

Better decision making

InTelestage™ Business Report Manager allows operators to extract valuable business intelligence from network and behavioural data. It provides a comprehensive library of up to 120 pre-defined report templates* that can be tailored to meet individual business needs. Pre-configured report templates significantly reduce in-house analysis, development costs and timescales. Report templates can include:

- Connection statistics
- Recharge analysis
- Fraud prevention analysis
- Customer usage profiles
- Inactive subscriber reports
- Voucher management analysis
- Revenue assurance reports
- Account recharge analysis

*These reports provide a fast analysis of the data on your InTelestage™ Knowledge Base, which combines data from a variety of data sources that are defined by the customer.

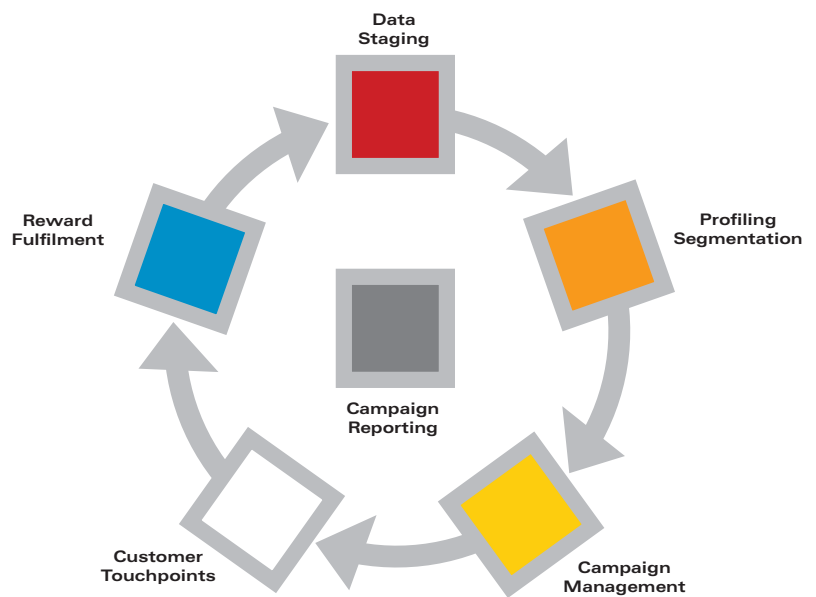
Key Features:

- Reports can be distributed over the LAN or Internet.
- Business Report Manager reports can be viewed using charts and spread sheets.
- Data analysis can be set up to run overnight and then cached on the database and delivered to the desktop to speed delivery and reduce server demands.
- An export facility is provided to export data into a variety of standard formats including CSV, PDF, Microsoft® Excel and XML.

About Business Report Manager

Business Report Manager is part of InTelestage™, the only customer lifecycle management software specifically designed for mobile operators. All InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). The open architecture enables easy integration with third party applications, helping mobile network operators to create fully-automated marketing processes to build long-term subscriber profitability.

When combined with InTelestage™ Knowledge Base these two modules form the InTelestage™ Business Intelligence Solution.



The Next Step

To find out more please contact our marketing team at marketing@businesslogic.co.uk

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to:

<http://www.businesslogicsystems.com>

Business Logic Systems Limited is registered in England. Registered number 3536760.
The registered office is 3B North Mill, Bridgefoot, Belper, Derbyshire, DE56 1YD.
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