



A Powerful Profit Generator for Telecommunications Companies

Use the voice mail data sitting on your Unisys CAP system to improve ROI

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 business 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, Attachmate® 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.

They 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, the carrier 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:

- 1. 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.
- 2. 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 build their own decision-support queries and reduce expenses by generating reports from the secondary system (instead of the CAP system).
- 3. What if I could keep the secondary database current by replicating only changed data from the CAP system?**
That would mean every time voice mail data is updated on the host, the destination database would synch up. Since revisions would be made only to changed records, updates could occur constantly. This capability would conserve host resources for voice applications and reduce mainframe costs.

In addition to the functionality above, database administrators would often like to provide business analysts with filtered data, a single view of all CAP data sources,

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.

and advanced redundancy capabilities. The ideal solution would leave the original data intact on the CAP platform while replicating it on a secondary platform and minimizing host system overhead.

But that would be asking too much, right? Not with Attachmate® DATABridge.® It can improve your telecom business agility while helping run efficient queries to reduce mainframe usage.

In the real-world scenario mentioned previously, the telecom provider decided to take action for improved analysis of their CAP-based voice mail data by using DATABridge. They knew that segregating data for premium-rate and roaming users was key, and DATABridge gave them that ability.

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 Attachmate

Attachmate delivers advanced software for terminal emulation, legacy modernization, managed file transfer, and enterprise fraud management. With our technologies, more than 65,000 businesses worldwide are putting their IT assets to work in new and meaningful ways. www.attachmate.com



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