

Vendors, Service Providers Pursue RA Coverage Model

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cVidya Networks is leading a large team of vendors championed by service providers to define and develop a revenue assurance coverage model, complemented by automated decision analytics for revenue assurance, supporting budget allocation and optimization.

Service providers on board include: China Telecom, China Unicom, Portugal Telecom, Swisscom and Telefonica. The industry vendors, including cVidya, Ericsson, Huawei and Quantellia, are developing and demonstrating the new model with their products. This large, global team of leading service providers and vendors hopes to provide market validation of the model that the companies says is key for industry adoption.

"The Revenue Assurance Coverage Model is an important reference for telecom service providers that can be used to lower costs, improve the RA operational efficiency, and enhance the enterprise data management quality," said Elvis He, China Telecom, Shanghai Research Institute.

"The scope of revenue assurance is quite broad and difficult to identify the areas that can generate the most ROI. The RA Coverage Model could assist us to discover a blueprint and guide us to implement the RA projects by following a systematic approach," said Haoyang Lu, Planning Division, Information Dept., China Unicom.

"We are very proud to lead this catalyst team and provide thought leadership for the benefit of our industry. The TM Forum provides an ideal platform for such important initiatives that advances the entire revenue intelligence category," said Alon Aginsky, president and CEO of cVidya Networks.

The Catalyst will be presented inside the "Forumville" expo area at the TM Forum Management World in Nice, France, May 18-20.