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## cVidya Moves Beyond Revenue Assurance with IRIS

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Revenue assurance vendor cVidya Networks has launched the Integrated Revenue Intelligence Solutions, or IRIS, suite. IRIS is the fruit of cVidya's acquisition of ECTel; the vendor is consolidating the product portfolios of both companies and now offers fraud management and margin analytics in addition to revenue assurance.

cVidya's IRIS is designed to help operators maximize their margins, improve their customer experience and optimize ecosystem relationships through revenue assurance, fraud and risk management, dealer management, margin analytics and clearinghouse services. The end-to-end solution provides operators with a 360-degree view of their revenues, costs and margins.

cVidya's IRIS suite offers the following:

- **MoneyMap** — Identify and reclaim revenue leakages by reconciling OSS/BSS and networks.
- **FraudView** — Identify next-generation fraud patterns and perform real-time subscriber risk management.
- **DealerMap** — Manage relationships between service providers and their dealers.
- **BusinessView** — Analyze and optimize price-plan margins and measure service profitability.
- **EZTrust** — Manage disputes and settlements for B2B partners and wholesale providers.

“With the acquisition of ECTel, cVidya has taken the next step towards providing the optimum response to the market's growing need for convergent fraud management, revenue assurance and margin analytics while increasing overall market consolidation,” said Alon Aginsky, founder, president and CEO of cVidya. “We see the future in adding analytical tools into products and solutions and believe that this is where the industry is heading, which is exactly what cVidya is doing now. cVidya has always been a pioneer, breaking new ground in both technology and methodology. Following the acquisition of ECTel, we remain committed to providing innovative end-to-end solutions to our growing base of over 130 customers.”

cVidya's IRIS solutions feature built-in components that address a range of business domains and services, including data/IP, wholesale/retail, prepaid, mobile content, TV, cross-domain bundles, interconnect, roaming and more.

cVidya's customers include British Telecom, Telefónica Group, Vodafone Germany, AT&T, Bell Canada, O2 UK, MTN South Africa, Swisscom, Telecom Italia, China Telecom and others.

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