

- Revenue Manager – Supports real-time charging, rules-based discounting, mobile roaming management, hierarchical billing, credit control and tax management
- CRM Plus – Offers a 360 degree view of the customer, sales and order management, trouble ticketing, workflow management, integrated physical inventory
- Web Self-Care – Provides online registration and account management, e-billing and payments, bill analysis, and multiple access channels
- Mediator Plus – Support online and offline mediation, flexible record formatting, rules-based processing and high availability deployment
- Service Manager – Supports altnets and multi-service resellers, product and service catalog, rules-based activation and provisioning, and network inventory
- Output Streamer – Offers flexible bill and document design, document personalization, and multi-channel distribution
- Interconnect Manager – Addresses needs for partner management, rate loading, least cost routing, traffic monitoring and reporting, and revenue assurance
- Information Manager – Integrated query, reporting and analysis involving both canned and customized reports.

Cerillion's point of critical differentiation is in its approach to billing and BSS convergence with its target market. As explained to Stratecast, Cerillion can address a CSP's BSS convergence needs at any of four (4) different levels:

- Market Level – Provides a common external viewpoint, supports common campaigns, but contains separate silos of back office functionality for pre-pay and post-pay BSS functions including billing, CRM and customer self-care.
- Customer Level – By building on the market level functions, customer level BSS convergence moves customer care and self-care to a unified platform. This enables family accounts, mixed corporate accounts and prepaid statements
- Service Level – Adding to customer level convergence, service level brings the offline and online rating engines together and provides a single balance management platform capable of supporting any type of service. It also brings customer-based spending controls to light in support of many new hybrid service offers
- Resource Level – In addition to the service level converged capabilities, resource level convergence provides a common platform for mediation and session control. This is the most difficult to do and is rarely done today due to complexity and existing BSS investments.

cVidya Networks

cVidya entered the Revenue Assurance marketplace in 2001 with a unique approach. Instead of simply adding to the already sizeable list of vendors offering classic 'switch to bill' usage reconciliation, cVidya launched a pure-play revenue *optimization* product for data services, including DSL and ATM, naming Israel's Bezeq as a customer.

In the next eight years the company secured business with several Tier 1 CSPs including British Telecom, Bell Canada, Vodafone Germany, Vodafone India, MTN South Africa, China Telecom, Telecom Italia, Telefonica Latin America group (22 operations) and Cable and Wireless. cVidya also expanded its product portfolio and signed strategic partnerships with IBM, Ericsson, and HP, receiving industry awards along the way.

cVidya opens 2010 with the acquisition of ECtel in a \$US 21M cash transaction.⁴ The merger is expected to increase cVidya's revenue by more than \$US 20 million per year, add more than 100 product installations in 50 countries, and significantly expand cVidya's product inventory, including mature offerings in fraud management and marketing analytics. Following the merger with ECtel, cVidya will serve 132 telecom and media customers and employ 300 professionals in 18 locations around the world.

Later this month, cVidya will launch its newly branded suite known as Integrated Revenue Intelligence Solutions (IRIS), including the following products:

- MoneyMap - Identify and reclaim revenue leakage by reconciling networks, OSS and BSS
- FraudView - Identify fraud patterns and perform real-time subscriber risk management
- DealerMap - Manage dealer lifecycle, including operations management, commission verification and the identification of potential dealer fraud
- BusinessView - Marketing analytics including pricing analysis, offer profitability and price plan optimization
- EZTrust - Wholesale (carrier to carrier) dispute management and settlement
- Revenue Intelligence Framework - the product's infrastructure layer for data acquisition, case management, reporting, alarms and other cross-functional activity.

cVidya is backed by Battery Ventures, Carmel Ventures, Hyperion, Stage One, STAR Ventures and Plenus.

DigitalRoute

In its second year on this list, DigitalRoute boasts approximately 150 customers. The majority of those CSP customers are the result of strategic supplier partnership sales around the globe. On average, the company is adding 2-3 new customers per month. DigitalRoute is dedicated to defining, delivering and maintaining its MediationZone billing mediation solution as a CSP-configurable software product, rather than building a more elaborate solution that includes services and consulting.

With slightly more than 100 employees, DigitalRoute explains that a key part of its industry success is tied to a strategy involving OEM partnerships with Comverse, Convergys, IBM, LHS, Nokia Siemens Networks, and Sigma Systems, to name a few. In all, DigitalRoute works with 15 OEM partners to meet a variety of business needs for both on-line and off-line mediation using a common product platform.

⁴ The ECtel acquisition was announced October 22, 2009 and closed in early January 2010. ECtel acquired CompWise in 2008 and Elron Telesoft in 2005.