
cVidya wins four tier 1 deals in Europe; what is the key to success?

Focus on hot revenue assurance market and adherence to standards helps vendor land major new deals

Published By Alex Leslie
Jun 27, 2011

In a market that seems to be completely focused on the next big growth area – mobile broadband – billing vendor cVidya recently announced four undisclosed tier 1 operator wins in Europe (Briefing Room: cVidya Wins 4 Tier-1 Revenue Assurance Customers in Western Europe - <http://blog.connectedplanetonline.com/briefingroom/2011/06/27/cvidya-wins-4-tier-1-revenue-assurance-customers-in-western-europe>)

Revenue assurance comes to the forefront of the news when business is difficult. While this is true of the economic picture as a whole, the telecom picture is a much rosier one. The growth of mobile broadband and the potential of the sub markets that it drags with it – mobile advertising, mobile money, mobile video and the rest – is enormous. The question is: Why is there a sudden flurry of revenue assurance announcements now?

The simple answer is information. Beyond the terms “revenue assurance” and “fraud management,” the wins are about information and the tools to analyze data and make better use it.

Whether the market is expanding or contracting, it is now acknowledged (to the point of active investment) that information is the key to success in the telecoms world. Whether the flavor is revenue assurance, fraud management, personalization or simply market intelligence, this need for information and knowledge is driving a boom in this sometimes hidden area of the telecoms world – the ability to make sense of, and use, data.

As cVidya’s CTO Gadi Solotorevsky told Connected Planet, “the recent wins prove our ability to address the increasing market demand for integrated revenue intelligence solutions accompanied by powerful analytics and business intelligence features.”

It also demonstrates an increased maturity in the market. The last gold rush for market share of the mobile handset market was set against a backcloth of anarchy and lack of any kind of revenue assurance process. Revenue assurance at that time was, frankly, not necessary. This time it is different.

One indicator of a mature market is the emergence of industry standards and the TM Forum has been active in the whole area of revenue management and revenue assurance for some time.

Do standards help companies win business or are they just “nice to have” for service providers?

“Absolutely,” said cVidya’s Solotorevsky. “The fact that our solutions are in compliance with the TM Forum standards, best practices and frameworks played a key factor in securing these wins.”

Common access to best practice, process roadmaps, frameworks, case studies and a community of like-minded professionals is a powerful ‘win-win’ solution for the industry. It helps carriers by providing an industry standard agenda to follow and it gives vendors who invest in the process a competitive edge.

For more information please click on the following link:http://connectedplanetonline.com/residential_services/news/cVidya-wins-four-tier-1-deals-in-Europe-what-is-the-key-to-success-0627/