

cVidya to provide necessary tools to Israeli TV company to secure tele-voting platform

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cVidya's product portfolio helps operators and service providers maximize margins, improve customer experience and optimize ecosystem relationships through revenue assurance, fraud and risk management, dealer management, and margin analytics. cVidya is continuing to introduce new products to the portfolio. Amit Daniel, executive vice president of Marketing and Business Development, cVidya, shares the company's future plans.



What are the new products in the pipeline?

In the revenue assurance domain, MoneyMap is a complete, end-to-end, carrier grade suite of products, developed to address all potential revenue leakage issues. cVidya's MoneyMap Suite of products already implement Revenue Assurance functionality, covering a broad spectrum of products, services, technologies and requirements. The main areas in which the offering is evolving are: Enhanced Incident / Workflow Management, embedded risk based methodology, intelligent services layer and support for TMF modules.

In addition, cVidya is introducing new products and services in Fraud Management such as advanced capabilities for PBX hacking, bypass package, dealer fraud, dedicated solutions for Mobile Money, operational Risk Management capabilities and a fraud client for smartphones/tablets. The upcoming SPM offering will introduce capabilities such as territories management, on-line chat communication capabilities and quota designer

cVidya is committed to continuous evolution and development of its products and portfolio, and to leading the way in creating innovative products to serve our customers.

What are your go-to market strategies? What are the new challenges in the market?

Each operator tries to keep winning new business and retaining existing customers by offering advanced services or enhancements to existing ones. Each time this occurs, the value chain becomes more distributed and complex, so the need for revenue intelligence solutions grows, and the need for operational risk management methodologies grows as well.

To address this challenge we adopted Risk Management methodologies into the RA and fraud practices. The revolution in this offering is seen by providing automated tools which have the capabilities to identify, measure, and mitigate risk, and enable the proactive prevention of leakages. This new, top-down and proactive approach to Revenue Intelligence allows management to increase risk awareness and monitor the reduction in exposure to that risk. This combination of Risk Management methodologies with Revenue Intelligence solutions complies with the newly introduced TM Forum best practices, and enables the Revenue Assurance, Fraud and Pricing specialists to benefit from an easy adoption of this methodology in their day-to-day operations through built-in wizards and knowledge base support.

Another major issue and challenge we're addressing for operators today relates to business intelligence with regards to pricing analytics. Whether it's for a customer threatening to leave unless they are offered a better package or service, or a

large corporation looking to source new services, CSPs need to be able to ascertain instantly what price or services they need to offer in order to retain the profitable customers or win a lucrative contract. Pricing analytics across the board is a key issue for CSPs as they look for new sources of revenues that are not coming from new subscribers or service launches, but from innovative bundles and packages to attract existing and new users. The solutions that enable the operators to identify the impact on pricing and provide recommendations for tailored pricing per subscriber are key differentiators.

Another challenge that CSPs face is internal fraud, which is fraud that occurs from within their own organizations. We did a poll last year and 85 percent of CSPs felt that internal fraud was a "growing concern". Internal fraud can range from an employee fixing bills for their friends or family to large scale financial fraud. CSPs were not always in a position to catch these fraudsters and would rely on word of mouth or other tactics.

cVidya is pursuing new opportunities in both the telecom and vertical domains and aiming to address the current and future needs of the market. Within the telecom industry cVidya is going to the market and introducing solutions for domains such as M2M, cloud computing and Mobile Money in which the telecom operators are expanding their businesses. On top of that, cVidya is working with customers in vertical domains to address their needs with the products and expertise.

What are your recent major wins?

cVidya has recently won a contract with the Israeli television production company, Keshet, to consult in the area of tele-voting fraud for their reality TV shows. This is a notable shift in the telecom fraud space and it was recognized that cVidya's experience dealing with the complex value chains of telecom operators makes it the best fit for dealing with this type of fraud and assurance. cVidya will be providing Keshet with the necessary tools to keep their tele-voting platform secure from fraud and assure voting revenues. This ensures a better experience for both the producers and viewers.

How do you foresee MoneyMap adoption in growing markets?

The Revenue Assurance domain is growing in several directions. There are the growing markets within the telecom industry and new domains that have not yet deployed Revenue Assurance systems which are just starting to. cVidya, as the leader in Revenue Assurance, is working constantly, on multiple fronts, to address the emerging needs of the different domains. One key ingredient, and something that cVidya is known for, is innovation. We were first in the market with Revenue Assurance and fraud solutions for 3G, data and IP services, and Rating and Billing Verification. We are currently developing and deploying, in partnership with our customers, a solution for the Mobile Money space that enables operators to tailor their Revenue Assurance solutions to fit the new value chain of Mobile Money. On another front, we are also penetrating other vertical markets such as utilities, M2M and televoting in which the knowledge we have gained from the telecom, entertainment and media areas will be used to tailor solutions to these markets. To complement cVidya's activities in the telecom and other domains, cVidya is also leading the TMF Revenue Assurance activity and evolving the industry standards to fit the emerging needs of the markets.

Which companies are already in process of adopting MoneyMap?

cVidya's customers include all types of telecom operators, such as fixed-line, mobile, quad-play, cable, and wholesale operators.

cVidya's customer list includes BT, Telefonica Group, Vodafone Germany, AT&T, Bell Canada, O2 UK, MTN South Africa, Swisscom, Telecom Italia, China Telecom and more.

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