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## Seven telcos collaborate to define revenue assurance impact measurements

*Revenue-assurance managers need metrics to quantify the impact of preventive work that staves off losses*

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by **Susana Schwartz**

It's rare to see seven—count them... 'seven' service providers— collaborating on one project, but that's the case with a “Revenue Assurance Impact Measurement Catalyst” assembling for Management World Dublin.

BT, Telfonica Group, O2, Swisscom, China Unicom, China Telecom, and MTS Allstream have all come together to resolve what is becoming an enormous problem for telecoms overall: how to proactively measure and report on the overall business impact and benefits of revenue assurance activities.

Today, there are reactive and proactive actions around revenue assurance and risk reduction that sometimes do not get the funding they require within organizations because managers simply do not know how to quantify the impact of something that “might” happen. That means they do not get the funding and workforce necessary to prevent that scenario from occurring.

To work on a “unified impact measurement model” for proactive, reactive and risk-measurement types of revenue assurance activities, several vendors have also joined the Catalyst. Championed by cVidya, other players involved include Ericsson, Huawei, Progress Software and Synaptitude Consulting—all of which want to help their telco customers to stop the hemorrhaging caused by recurring revenue leaks.

“A CFO doesn't want to look ‘post-mortem’ at what was lost; rather, a CFO wants revenue assurance managers to get engaged with all business units to proactively take actions that prevent losses—especially the types of which you can never be reimbursed even after you find them,” said Amir Gefen, director of business development with cVidya and the marketing lead for TM Forum's Revenue Assurance team. The challenge, Gefen notes, is finding a way to measure the financial impact of the activities around prevention. “If you are unable to measure, how do you get the budget and resources you need? How does a revenue assurance manager get to quantify and measure how she prevented leakages if they were avoided because of actions she took?”

This Catalyst aims to answer those questions so that revenue and risk management managers can analyze products and services and get the support and resources needed to employ controls and processes for prevention of losses. “We need to make sure we have the end-to-end view so operators can close the loop when necessary. If you have a partnership with a content provider, and a call comes into your call center, often times you pay the partner its share of revenue, even though you refunded the customer for a bad experience.”

In this Catalyst, the stakeholders will hash out the processes that should be in place to audit and refund systems, and to verify deductions from third parties, like content providers, were applied to payments.

“There must be processes in place and tools for audit and analysis. If you look, for example, at the potential revenue leakage of a loss associated with value-add services, you could be talking of losses of hundreds of thousands or millions of dollars all because there weren’t metrics up front to prevent the losses in the first place,” explained Gefen. “We believe an industry-wide best practice is needed, which is why so many service providers are participating in this; they see the value to their organizations, and to the industry overall as they partner increasingly with third parties that increase their risk of loss and diminish their end-to-end visibility over products and services.”

(Link to the original article: [http://connectedplanetonline.com/residential\\_services/news/Seven-telcos-collaborate-to-define-revenue-assurance-impact-measurements-0518/](http://connectedplanetonline.com/residential_services/news/Seven-telcos-collaborate-to-define-revenue-assurance-impact-measurements-0518/) )