Languix Pty Ltd

single view eXchange

SVX for Telecommunications

The telecommunications market has undergone fundamental changes over the past decade and is one of the fastest changing markets in the world. The introduction of new technologies, such as mobile telephony, ISDN, fiber-optic cables and the Internet have dramatically altered the ways in which we communicate.

With new technologies coming and going, mergers, acquisitions and fickle customers, the communications environment has never been more challenging. Staying competitive and gaining market share require flawless execution and a strict focus on the customer. But tracking and understanding mountains of customer data is still a major hurdle.

It is crucial for telecommunications companies to deploy dynamic customer models that will consistently drive profitable growth in the areas of customer acquisition and care and retention. To be competitive, the creation, improvement and replacement of these customer models must match the pace with which the industry is growing. However, as a pre-cursor to this process, you need to identify and understand the holistic behavior of your customers.

Presenting - Single View eXchange (SVX).

As a telecommunications provider, you have a wealth of customer information located in your billing systems, financial systems, mediation, customer care and marketing systems. You know you have the same customer details located in different systems – but are you really sure which is correct? Are you sure you know all the products and services your customers are using? Are you losing cross-sell and up-sell opportunities because you don't have a holistic view of your customers?

Using precise matching processes and algorithms, SVX successfully provides the basis for customer-orientated business systems enabling better business decisions and driving customer-centric processes. SVX presents the customer as a total enterprise valued customer – not a specific divisional number.

Customer Information from Disparate Systems loaded into a common system by SVX
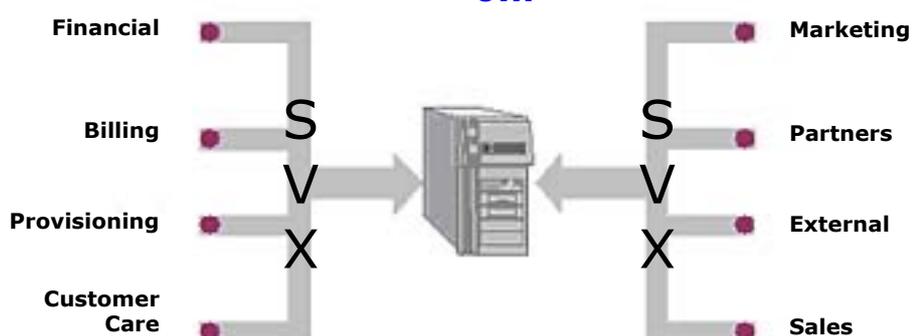
SVX is built with the key criteria of speed, efficiency and flexibility at the forefront of the product development processes. Ease of use and accuracy add to the appeal of this leading customer consolidation solution. The SVX solution combined with diligent customer management processes enables you to further enhance the power of your customer and organizational data, CRM and e-business solutions to your business.

SVX Solution Highlights

SVX leads the way in providing powerful, flexible and efficient customer consolidation environments allowing you to focus on the core functions of absolute customer retention and growth. Read the following key performance criteria that distinguish SVX from the rest.

Flexibility	SVX is customizable via configuration files. SVX results are grouped and scored with varying degrees of confidence levels and then allocated to threshold bands. The user may specify, via the configuration files, which threshold bands to accept, put aside for review or to reject. Users may optionally review and over-ride the default matching of SVX via a GUI interface. Additionally, SVX will highlight those groups that it considers candidates for review.
Accuracy	SVX's heuristic approach uses a combination of techniques including "fuzzy" matching to group customer records across multiple systems without regard to differing levels of detail or input accuracy.
Single Customer Id	SVX allocates a unique "SVX Id" to all processed customers. Those multiple customers whom SVX identifies as being the same are assigned the one SVX Id.
More Than One Type of Customer	SVX can be configured to apply different matching rules to different types of customer data. A common scenario is to process Individual customers differently from Business or Corporate customers.
Multi-Platform Availability	Being written in Perl, SVX can be run on many popular operating systems such as OpenVMS™, UNIX, Microsoft WindowsNT™ and Microsoft Win2000™.
Efficiency	SVX has been designed from the outset to be a fast and compact business solution. SVX can be configured to perform parallel processing of tasks (if supported by the hardware) to further increase processing throughput. Additionally, SVX can be configured to be "delta aware". Rather than re-process an entire customer database whenever it is updated, SVX will detect and isolate those "delta changes" and process them separately.
RDBMS Independence	SVX inputs and outputs are "flat files". These can be readily exported and imported into your existing systems. SVX is "self-contained". All data processing within SVX is self managed using a combination of flat files and internally managed hash tables. Where a file size limitation exists in the native operating system, SVX can be configured to limit the maximum size of internally generated "working files".

Languix Pty Ltd provides specific solutions to help communications companies address their most pressing data challenges. Most importantly, the consolidation of disparate legacy customer information found in Operational Support Systems into a single, consistent customer-centric identifier is paramount for any business system driving growth and profitability – whether it be an enterprise-wide data warehouse environment or corporate financial reporting system.

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