



Totalindo Rekayasa Telematika

Indosat SMS Performance Monitoring System

Summary

Client: Totalindo Rekayasa Telematika

Subject: Indosat SMS Performance Monitoring System

On the Web: www.totalindo.co.id

By Technology: Business Intelligence, Telco CDR Processing

By Industry: Communications

Bening worked with Totalindo to develop Business Intelligence for Indosat SMS (Short Message Service). The solution gives Indosat better analyze their SMS performance and trouble shoot system problems.

Business Challenge

Indosat wanted to find SMS Performance Monitoring System that address all of these bellow dimension:

* Revenue Assurance

Focusing on the more profitable customers, and turning unprofitable customers into profitable ones will all enhance revenue. SMS Performance Monitoring System provides analysis tools

* Cash Flow Acceleration

SMS Performance Monitoring System can accelerate cash flow by more efficiently managing more accurate sms demand forecasting. (Node expansion) Organization can reduce mediation storage investment for their cdr, this result in accelerated cash flow

* Analyst Productivity

In the past, business users, analysts, knowledge workers had to spend most of their time gathering data with only less time left over to perform analysis. With SMS Performance Monitoring System, we are seeing those number reversed

* Cost Containment

Having a better understanding of customer sms pattern, organization can do more accurate promotional task

* Quality Dimension

SMS Performance Monitoring System exposes SMS quality by product, service, region, and network.

* Fraud Detection

SMS Performance Monitoring System have been used to detect fraudulent sms usage

* Better and Faster Decision (Decision Support System)

SMS Performance Monitoring System produces OLAP Business Intelligence Report from very huge sms data at very fast time

* Comparison Source (Billing Verification)

SMS Performance Monitoring System can be used as a second opinion against any system conducting sms cdr. For example billing system

* Global Visibility (Standard Quality Point of View across Vendor)

No doubt, each vendor produces their own report at their own format. Takes additional effort to aggregate multi vendor report to have global visibility. SMS Performance Monitoring System gives global visibility across all nodes from multi vendor

* Foundation for Further Data Operation

SMS Performance Monitoring System Datawarehouse is a foundation for further data operation,

such as Building OLAP Business Intelligence at other form; Data Mining

How We Helped

Indosat is the leading SMS (Short Message Service) provider in Indonesia. Responding to changes and challenges in SMS marketplace, where SMS contributes top second revenue after voice transaction for Indosat.

Bening and Totalindo successfully worked together to:

- * Define key performance indicator for SMSC (SMS Center)
- * Consolidate multi vendor standard CDR (Call Detail Records) from all SMSC (SMS Center)
- * Provide analysis tools for trouble shooting and SMS Network Element performance monitoring

Technology Involved

Bening used a set of technology to accomplish the project.

Software:

Red Hat Linux Advanced Server 4, Oracle DB 10G, Java 1.5, Pentaho, dan SVN 1.4.2

Hardware:

Fujitsu Primequest 520 Server, EMC Storage, Tandberg Tape.

