

PRODUCT SHEET

## ANTS SERVICE & REVENUE ASSURANCE ENABLED BY END-TO-END ACTIVE TESTING

### SOLUTION OVERVIEW

#### SERVICE & REVENUE ASSURANCE: AGILITY AND INDUSTRIALIZATION ARE KEY TO SUPPORT REVENUE DEVELOPMENT

Switching their strategic focus from customer acquisition to revenue and margin development, telecommunications operators in highly competitive mature markets are pressed to develop new services to retain their customer base while increasing revenue. Innovative offerings such as mobile office functionalities for business users, MMS-based services and entertainment for the mass market, and video-conference have emerged.

Essential elements of revenue development – meeting and stimulating customer demand, and ensuring accurate billing and timely collection – include quality of service and revenue assurance. That said, the level of risk telecom operators face today regarding revenue development has never been so high.

Minimal time-to-market for more complex services is expected from leaner organizations, while massive scale deployments rely on third

parties and ever-changing delivery infrastructures. Industrializing service and revenue assurance operations has now become mission critical, along with the need for process automation to be powerful enough to support organizations' agility and complex services scenarios.

#### ANTS "ZERO-HOLE" ASSURANCE

ANTS is an innovative solution enabling telecom operators to implement agile and industrial operations that will verify service quality via end-to-end testing and revenue assurance through Call Data Records (CDR) verification.

- **Pre-built test libraries and Key Performance Indicators (KPI)** provide extensive service coverage (voice, SMS, MMS, voice-mail, IVR-based services, HTTP navigation, etc.) for all networks (GSM, GPRS, Edge, UMTS, PSTN, etc.) which dramatically decreases implementation time. Furthermore, the ANTS Test Procedure Editor module allows users to autonomously and **rapidly create large numbers of test scenarios and KPIs** on the fly that then become part of their libraries.



• **CDR verification** from the original CDR generation to the rating stage addresses about 45% of the total revenue leakage risk and combines real traffic analysis with artificial traffic testing.

**BUSINESS & OPERATIONAL SUPPORT**

Service and revenue assurance roles and responsibilities are often spread across many individuals and departments within an organization. This makes achieving success at the corporate-level highly dependent on the effectiveness of their collaboration.

ANTS solutions can mitigate that risk through **enterprise wide collaboration support**. Based on pre-defined roles and rights, all these disparate contributors have access to the service and revenue assurance KPIs that are relevant for their roles. Alarms can be automatically generated if an issue occurs and requires immediate action. Business users and troubleshooting agents are then in a position to analyze test results, access further technical information, and run ad-hoc complementary tests if necessary to rapidly diagnose the issue and minimize resolution time.

**EXTENDED PROCESS AUTOMATION**

ANTS 5-step test management process (design, plan, execute, monitor and analyze) supports end-to-end tests and CDR verification with various degrees of automation:

- 24/7 testing for continual performance monitoring
  - Semi-automatic non-regression testing
  - Ad-hoc testing to aid diagnosis of issues
- In each of the five process steps, repetitive tasks are automated to support massive

testing while **enabling users to best leverage their expertise**. Users can design functional scenarios without needing knowledge of the infrastructure topology, run tests on a dynamically generated combination of network elements and SIM-based user profiles, conduct exploratory analysis to resolve issues identified by automatically produced KPIs, etc.

**AGILITY EVERYWHERE**

ANTS process automation capabilities are designed to **address the needs of agile organizations** required to:

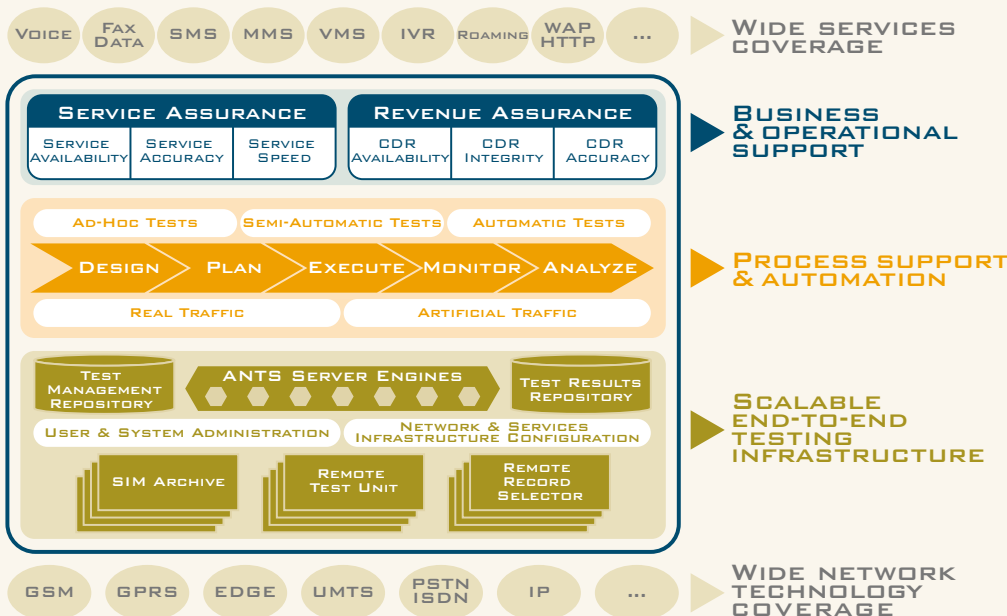
- Assure quality of and ability to invoice for new services immediately upon deployment
- Integrate new performance dimensions or KPIs on-the-fly
- Provide a proactive quality assurance (QA) feature that prevents issues and alerts troubleshooting teams instantaneously should one occur
- Contribute to diagnostic and further analysis through ad-hoc testing and online analytical processing (OLAP)

**PERFORMANCE & ARCHITECTURE**

**Used by operators with extensive service offerings and massive customer bases**, ANTS is accessible via any web browser. The server platform relies on core engines (end-to-end test management, scheduling and resources management, CDR verification, KPI and alarm generation, reports and analysis) which pilot Remote Test Units (RTU) executing tests over the air throughout the network coverage using SIM/USIMs virtually displaced from central SIM Archives, while Remote Record Selectors (RRS) collect and process CDRs from any infrastructure element.

**BENEFITS**

- **SECURE REVENUE THROUGH QUALITY & INVOICING** ISSUE PREVENTION AND ACCELERATED RESOLUTION
- **SUPPORT SERVICE REVENUE GROWTH** BY CLOSELY MONITORING THE SERVICE QUALITY TO ENSURE A POSITIVE CUSTOMER EXPERIENCE
- **STREAMLINED, HIGHLY EFFECTIVE SERVICE AND REVENUE ASSURANCE OPERATIONS**
- **SHORT TIME-TO-ASSURANCE FOR NEW SERVICE DEPLOYMENTS**



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