



APERIO CI
PARTNER

Netezza and Aperio CI Price Optimization Analytics

Pricing is imperative in the marketing of mobile plans as it directly affects ARPU, churn, acquisition, brand perception and profitability. Setting the right price point at the right time and continually analyzing its effectiveness is vital to success. The key is to gain insight into customer retention and price optimization through analysis of billing and transaction records to identify industry trends, practices and competitive tactics.

Fixed and Mobile carriers are in a continuous struggle to retain existing customers and attract new business, made more urgent with new and emerging competition from cable firms and VoIP services. They are under pressure to develop attractive and optimized pricing plans and cost control. Yet in such a dynamic market, pricing is so complex that generic tariffs don't always suit individual needs. The enormous challenge to reduce churn is further exacerbated by customer perception over which service represents the best value. Price plans and bundles need to be analyzed to objectively determine best value for customers. A detailed understanding of the customer base and current price structure is essential along with an in-depth knowledge of competitive offerings.

The Solution

Aperio CI's Pricing Genie product utilizes the processing power provided by the Netezza TwinFin™ data warehouse and analytic appliance, to provide the operator with the ability to re-rate their customers' invoices against any one or all internal, proposed and competitive rate plans. The end result is that the operator will know exactly what their customers would have paid under any other plan. These effective pricing calculations equip carriers with valuable and precise information to verify the revenue impact of internal and competitive pricing structures. Intuitive for modeling, testing and launching new plans, Aperio CI enables the revenue impact of migrating customers from one tariff to another or the creation of a new customer offer to be calculated.

Integration with Netezza

The compute power of Netezza enables carriers to easily run real-time, complex analyses across voice, text, video, web usage, etc. As a result, new services or plans can be precisely targeted at receptive customers ensuring increased customer loyalty, ARPU, profitability and reduced churn. Netezza offers the speed required to re-rate every call against every plan. Additionally, Netezza is scalable to support both small and larger carriers, enabling them to easily grow the data warehouse platform to support the needs of their customer base.

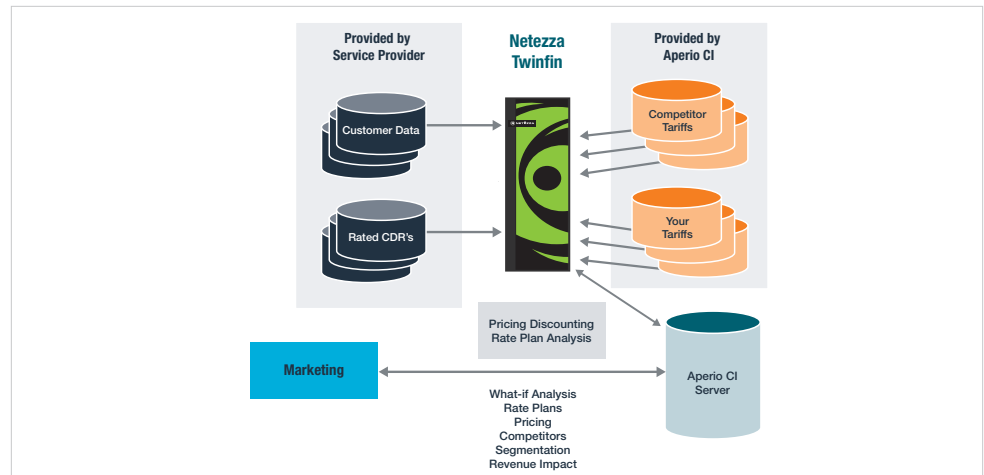


Key Benefits

- Manage and measure the impact of new plans and plan changes on your customer base.
- Improve your rate plans to create the most efficient, appropriate and cost-effective plans for your customers and the organization.
- Pinpoint types of customers for analysis by value, segment, spending level, contract status and usage type using flexible selection criteria.
- Evaluate the revenue impact of new marketing offers by modeling "what if" scenarios.
- Monitor your customer base and enhance loyalty by suggesting more appropriate, less costly rate plans or add-ons.
- React to competitive threats quickly and easily by modeling your competitors' new plans and responding effectively.
- Analyze results quickly and easily using the flexible reporting engine with filtering and drill-down capability.
- Export data into other applications (MS Excel, PDF, Business Objects)

Know your customer

- How much did your customers actually spend?
- How much would they have spent on a different rate plan?
- How much would have been saved on your best plan?
- Which customers would most benefit by changing plans?
- How can you entice customers on old plans to move to your new rate plan portfolio?
- Which customers would benefit by adding a new bundle to their service?
- What is the revenue impact of modifying your bundle packages?
- How much would your customers have spent on another carrier's plan?
- Which of your customers are at risk based on your competitor's new plan?
- Should you match your competitor's plan, and if so, how will that affect your revenues?



Apero CI integrated with the Netezza TwinFin appliance allows carriers to further reduce SLA times, increase actionable information from larger data sets, hasten customer deployments and ROI. The solution provides the scalability and performance required to meet the data challenges that carriers will face in the future.

CDR, IPDR, SMS, PCMD, and web clickstream data is available to all carriers but is often trapped in impenetrable systems or held in silos from its counterparts, not allowing an overall view of a customer's usage. It can be lost in a database that doesn't allow for fast analysis or be of such an overwhelming volume that it's almost impossible to deal with. To address key issues, such as acquiring and retaining customers, analysis must go beyond the ability to tell what has happened over the preceding 30 days or more; all usage and a longer history must be taken into account. In order to offer the most appropriate plan at the right time, behavioral changes must be predicted rather than reviewed over a limited period of time. Learning dynamically about customers' wants, needs and behaviors from stored data lets carriers predict future interactions, leading to the targeting, optimization and execution of strategies geared towards valuable relationships. [®]

About Apero CI

Apero CI is regarded as the expert in telecoms data management, delivering innovative data management solutions to critical marketing challenges. Disparate data sources, legacy systems and internal resource constraints can prevent the delivery of effective propositions to customers which Apero CI overcomes by providing insight into the creation of accurate marketing campaigns that deliver tangible business results. For more information, please visit www.AperioCI.com.

For more information about how Netezza and Apero CI can help you increase customer retention and loyalty using price optimization analytics, please contact your local Netezza account manager.



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About Netezza

Netezza is the global leader in data warehouse and analytic appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries. **For more information, please visit www.netezza.com**