



EVENT MODELING

TELECOMMUNICATIONS THIRD PARTY APPLICATION

Ask Any Question About Your Business — Get Answers Previously Out of Reach

RMS 3.0 combines RateIntegration's flexible rules engine for event processing with Netezza's revolutionary data warehouse appliance to discover the information you need.

RMS 3.0 is a powerful modeling tool that enables telecommunications professionals to ask targeted questions about their business by exploiting the vast array of enterprise data stored in a Netezza system. Business users can quickly create custom investigations and data manipulations from their desktops without traditional programming, with a range of analysis well beyond standard SQL queries.

RMS 3.0 includes elements familiar to business users: point-and-click screens, a spreadsheet tool for defining the logic behind data transformations and familiar reporting views. The user-friendly framework enables business professionals to quickly specify a data set on the Netezza system and create any business logic for that data. All processing executes within the Netezza platform, making response time lightning fast. With the ability to examine potentially every transaction between a business and its customers, the information buried within the data is almost limitless — and now within reach.

Using the RMS 3.0 model editor, sophisticated data investigation projects can be defined and saved in a form that is easy to re-run, re-use in future projects and share with other users. In addition to reporting against existing data items, users can also create new data elements (prices, scores, categories, data-driven annotations, etc.) through rules-based transformations. This flexibility of analysis combined with Netezza performance makes RMS 3.0 a powerful tool for any area of an organization, including product management, finance and marketing.

Technical Overview

RMS 3.0 consists of a graphical user interface for the desktop and a processing engine on the Netezza system. The GUI provides an intuitive method of creating, managing and running models against data stored in the Netezza system. Users can specify the full range of business actions required for the investigation — data selection, rules creation, initiating and monitoring processing jobs, and reporting results.

An RMS 3.0 model consists of:

- Data sets chosen from tables within the Netezza system
- Data transformation rules developed using a rules editor with the look and feel of a spreadsheet
- Jobs identifying user-defined data subsets against which the rules are executed



Key Features

- Complete analytic workflow for developing, managing, executing and reporting against user-defined investigative models
- Intuitive, easy to use graphical user interface designed for non-technical business professionals
- Ability to express any business logic for transforming, computing factors and scores, and aligning data for analysis
- Netezza's OnStream™ processing and parallel computing power makes executing models lightning fast

Key Benefits

- **GET ANSWERS NOW:** Business executives can ask anything of their data and get answers quickly, easily and cheaply
- **RAISE THE GAME OF YOUR KEY PLAYERS:** Leverage and accelerate the modeling expertise of your business and product analysts
- **ANALYTICS BECOMES THE CULTURE:** Data analysis that was once difficult and time-consuming becomes routine
- **BETTER DECISION-MAKING:** Enable ad-hoc and custom analysis across the enterprise
- **A COMPETITIVE EDGE:** Outsmart your competitors with transaction-level insights into business performance and customer behavior

RMS 3.0 in Action: Sample Applications

CDR Repricing

Analyze a repository of historical Call Detail Records (CDRs) for revenue and profitability purposes. The pricing analysis fundamentally depends on call classification and sophisticated call segmentation (e.g., peak, off-peak, special, holiday) to correctly price and cost each call. Call classification and time-segmentation are easily handled and intuitive to model in the RMS 3.0 application, unlike using SQL alone.

Wholesale Bill Validation

A challenging analysis problem is to validate wholesale bills and settlement statements between a telephony wholesaler and its Tier 1 vendor. Invoices depend on complex contractual billing logic that must be applied against very large numbers of CDRs, EDRs and other source data. RMS 3.0 enables custom contractual logic and contract-specific factors related to call classification and charge components to be easily expressed, visible for quick change and long-term management, and rapidly executed against the entire CDR baseheld within the NPS system.

Advanced Pricing Analysis on Data Services and Mobile Advertising

Repricing analysis on “data CDRs” from advanced data services like on-demand IPTV movie downloads and mobile advertising require content-specific and customer profile-specific pricing factors that are radically different from telephony examples. Rulesbased transformations underlying RMS 3.0 easily accommodate development of custom analysis to examine the revenue impact of personalized customer services and Web 2.0 advertising models.

- Graphical reports enabling the user to view results of completed jobs

RateIntegration proprietary technology enables data transformation rules defined by RMS users to be embedded as logic within the Netezza system. When an RMS user initiates a job for a model, the RateIntegration software on the Netezza system loads the rules logic and launches the job inside the Netezza platform. When the data run completes, RMS graphical reporting software displays or prints the results.

Use Case Category 1: Analyzing a Warehouse of Customer Transactions

Pricing strategies are one important class of examples where strategic thinking requires detailed and varied transaction-level analysis. RMS 3.0 can provide answers to critical questions like these:


- How do your tariff plans compare with those of your key competitors? Is it time for price changes? If so, by how much?
- A competitor launches a new product or service — how will you respond?
- You are losing more subscribers than normal — do they have something in common, and if so, what are you going to do about it?
- Which subset of your subscriber base will generate the most revenue from the new product you’re about to launch? If you modified the product slightly, would it have an even wider appeal?

Use Case Category 2: Scoring Subscriber Profiles

RMS 3.0 is ideal for scoring algorithms used for customer segmentation, and for profiling related to subscriber categorization of all types. Examples include subscriber segmenting for targeted advertising and determining promotions eligibility or VIP status. Business analysts can implement scoring algorithms specific to their company, using data from across the enterprise about customer profiles and transaction-level behaviors.

Scoring rules can range from straightforward weightings of different customer factors to sophisticated statistical algorithms — all intuitively expressed as RMS models and saved for re-use in a model library.

Partnership Detail

In creating RMS 3.0, RateIntegration and Netezza have applied complimentary strengths to produce a state-of-the-art solution for business analytics. RateIntegration is the telecommunications industry pacesetter in user-friendly business applications, backed by its scalable rules-based processing engine configurable to any data environment. Netezza is the global leader in analytic appliances, bringing high-performance business intelligence to the mainstream processes of enterprise users. RMS 3.0 is the result: the first general-purpose, open-ended business intelligence application native to Netezza’s revolutionary analytic platform. For more information, please visit http://www.rateintegration.com/html/modeling_with_netezza.html. 



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About Netezza

Netezza (NYSE: NZ) 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 including digital media, energy, financial services, government, health and life sciences, retail and telecommunications. Netezza is headquartered in Marlborough, Massachusetts and has offices in Northern Virginia, Canada, the United Kingdom, Germany, France, Japan, Korea, Australia and Singapore.

For more information about Netezza, please visit www.netezza.com.