

eBilling and Analytics finds you money you never knew was missing!



Analysis from CTI Group is a powerful and intuitive Enterprise level ebilling solution designed for Communication Service Providers to provide an essential service to their business customers.

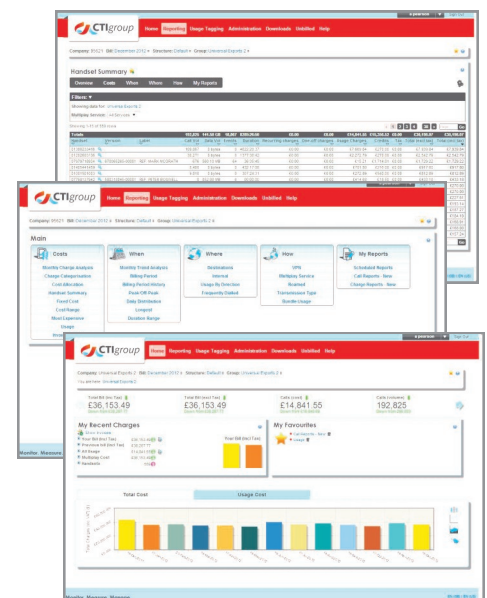
As well as providing a vital service to business customers, it helps save time on customer support and billing print fulfilment costs for the service provider. The customer can understand and manage their telecoms spend by creating their own reports and allocating costs with the additional benefit of online access to their bill. Reports are available instantly at every level of the hierarchy, from trend summaries to individual line items.

With the increased number of services Operators offer to their customers, the need to provide a central analytical system is even more prevalent than it used to be. Analysis 7 removes the need for converged billing systems. The reporting tool will combine data from disparate systems into one centrally accessible point for your customers.

Built with flexibility in mind it allows the Operator to choose which features are suitable for each of their customers. The benefit to the Operator is that a single Analysis deployment can provide a basic, intermediate and advanced reporting tool, dependant on individual customer needs, demands or spend.

Key Business Drivers

- Cuts customer service costs by providing tools for customers to resolve their own billing queries.
- Helps maintain proactive customer relationships- by encouraging online activity, Service Providers can develop a greater understanding of customer behaviour.
- Delivers fast, powerful cost analysis. Clients can view succinct, customized summaries of the reports that matter most to them.
- The need to access the exact level of analysis. The "click and drill down" design can produce chart summaries in more detail.
- Analysis mirrors the user's own business structure, so that phone usage can be easily managed.
- Provides the ability to consolidate data and report globally on key accounts
- Unparalleled levels of integration and deployment options for all sizes of Telco. From a stand-alone deployment to integration, using java portlets or the XML APIs, into the existing Telco portal environment or solution, giving overall flexibility for integration and hosting



NOW WITH REGIONAL TAXATION VISIBILITY
See overleaf for fuller details

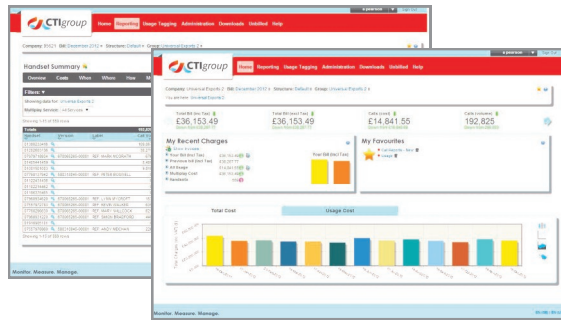


What's New

- **Multiple Taxes** – As new rules regarding tax come into force customers need to identify and categorize the taxable components of their business usage. This enables them to apply the correct taxable charges to process their tax returns more accurately. CTI Group's Analysis can pull all of this relevant usage and taxation data from the service providers billing systems, giving full visibility of different taxation across regions. As a direct result customers are provided with greater clarity and the service provider experiences reduced billing costs.
- **Operational Efficiency** - Continued support for the latest major browser and OS releases ensures consistent end user experience of the application.
- **Additional Reporting Features**— As part of CTI's continuing policy to review and adapt Analysis features as the product evolves, a number of additional charge based reports are now available to both new and existing customers.

Why Businesses Need 'Analysis'

- Direct online access to fast, powerful cost analysis
- Substantially reduces customer service costs - *by empowering them to resolve their own billing queries*
- Helps to understand customer behavior and maintain proactive customer relationships
- Can consolidate data and report globally on key accounts
- Unparalleled levels of integration and deployment options for all sizes of CSP
- Mirrors the user's own business structure - *so that phone usage can be easily managed*
- Delivers exacting levels of analytics



Analysis



End User Benefits

- **Saves time and cost**– Standard reports are instantly available, with graphs and even customized reports can be run within seconds – so the user gets just what they need, when they need it.
- **Customizable reports**– Analysis 7 balances a portfolio of standard reports with a wizard feature that creates report templates. These templates enable the user to save and run reports according to their needs each month.
- **Cost allocation**– Analysis 7 enables administrators to allocate usage to hierarchy or cost center structures that reflect their business.
- **Greater transparency**– The recipient benefits from much clearer bill information, allowing them to examine usage at department, team and individual levels.
- **Multi-National reporting**- MNC, Country, Account, and Usage detail level across all the standard and customized reports.
- **Currency conversion**- Gives the end user the ability to convert their mixed currency billing data into their required target currency.

Service Provider Benefits

- **Self-service**- Because Analysis 7 empowers customers to answer their own billing queries, you'll make major savings in terms of time and money.
- **Win new customers**- As the variety of telecoms services grows and billing becomes more complex, Analysis 7 is fast becoming a "must have" on tender documents.
- **Complements existing systems**- Analysis 7 can be delivered online as a stand-alone solution or integrated into your portal.
- **Hosting**- Flexible deployment means the solution can be hosted by CTI Group, yourself, or a nominated third party.
- **Scalable**- Meets the needs of all customers from consumers to large enterprises and MNCs
- **Flexible**- Implementation and on-going development is up to you. The power to change and adapt the solution is yours, it's up to you to decide who develops it, your own team, a system integrator or CTIG.



Analysis provides Multi-National Customers with the ability to report on their billing data globally without the restrictions of only being able to consolidate accounts with the same billed currency.

Partner application Analysis version 1.10 supports Oracle Database 11g R2, Oracle Linux 6 and is Ready to run with Oracle Exadata Database Machine

Analysis 1.10 12/14