



# Executive Overview

Advantage 360 Billing, POS, CRM,  
OSS and Value-Added Services.



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## Introduction

This brief document is designed to provide readers with an introduction to Advantage 360 and its products and services. Additional pre-sale, migration, pre-launch, post-launch, support and value-added services information can be found at [www.advantage360.com/resource-library](http://www.advantage360.com/resource-library).

## About ADVANTAGE 360

Since 1984, we have developed and continually evolved forward-thinking carrier-grade billing, POS, CRM and operational support software that is designed to reach well beyond our customers to their customers, and provide an exceptional experience at every level.

This begins with a corporate-wide hands-on philosophy that immerses our development, quality assurance and support staff into the daily details of each customer's operations. Not just listening, but hearing what they have to say and what they need to succeed. Also, by frequently putting ourselves on-site to see, hear and experience firsthand how our 70,000+ features can be shaped and reshaped to best-serve real world use.

While we are seldom our customers' first OSS vendor, we are determined to remain their last. In fact, our retention record is an unmatched 99.5%. This is because we are dedicated to ensuring that every feature, in some way, promotes the acquisition and retention of subscribers, maximizes revenue and collections, automates processes to reduce staff training and dependencies, and provides customers with a rapid return and lasting value from their investment.

We currently provide global support from offices in six countries, and our well-established support disciplines are driven and inspired by the satisfaction and success enjoyed by more than 200 tier 1, 2 and 3 customers world-wide.

If you are a wireless, wireline or IP-based carrier, services provider, reseller or MVNO, and you find yourself considering a move upward in growth and competitiveness, we invite you to contact us for a live on-line or on-site demonstration of the almost unlimited ability of Advantage 360 software, support and value-added services to help you quickly achieve these goals and more.

## ADVANTAGE 360 Solutions

Out of the box, our solutions are extremely feature-rich and provide true end-to-end operational support. We then add thousands of new features every year and, unlike others, 100% of the very same no-compromise functionality that serves customers with conventional in-house and premise-based IT infrastructures is available to those who prefer to operate in a cloud environment. The following briefly describes each module:

## OSS360

Convergent CSP, CDMA, TDMA, GSM, 3G, 4G, LTE, satellite, ILEC, CLEC, CENTREX, VoIP, ISP, WiMAX, WISP, MVNO, broadband, data, SMS, MMS, content, voice mail, paging, IPTV and CATV billing all in one solution.

This includes carrier grade CRM, marketing, promotions and commissions management, accounts receivable, trouble ticketing, churn and credit scoring, and GL, AP, lock box and number portability interfaces. Also text & e-mail alert messaging, number and SIM inventories, agent and reseller access, comprehensive reporting and dashboard functions, invoice formatting tools, CIBER 2.x, TAP 3.x,, NRTRDE, CABS, mediation and provisioning interfaces, third-party facilities management, IN prepay and print vendor interfaces, Apple Care+<sup>®</sup> integration & reporting and Verizon LTE Integration for LRA Partners interfaces.

## POS360

Integrated Point of Sale. Includes order entry and management, sales force management, inventory, serialized inventory, package inventory, trunk stock, quarantined stock and equipment rental and loaner inventory. Also, purchasing, requisitions, stock transfers, automatic reorder points, bulk inventory updates, wireless physical inventory audits, retail, telemarketing and technician commissions, technician and sales staff scheduling, lead tracking, quote management, workflow management, etc. Also includes Apple Care+<sup>®</sup> integration.

## Terms360

Integrated Post Pay & Prepay Terms Management. Automated rules-based past-due treatment, including metered / stop-limit billing (credit limit management), payment commitments, payment plans, collections activities and collections commissions management.

Prepay, credit card and bank debit billing options are standard features. In addition, a “black box” interface to numerous third-party IN platforms is also included. This allows the same user interface screens, plan configuration, accounts receivable, web interface, etc. to be used for both post-pay and prepay account management.

## Web360

Integrated interface designed to support remote agent access, electronic bill presentment and payment (EBPP) and web self-help. Web360 is a business rules layer that securely interfaces the graphics on a user designed and owned website to data within SQL and allows authorized site visitors to create an account, purchase products, select or change rate plans and features, activate, suspend or deactivate service, check, pay or print copies of their bill, report an issue (open ticket), set parental control restrictions, schedule a sales appointment and much more.

A complete set of documentation can be found at [www.advantage360.com/resource-library](http://www.advantage360.com/resource-library) .

## Maintenance360

Managed services are available on both a customized and pre-packaged basis. Standard packages include the following: (1) Billing Management services associated with ongoing monthly billing and distribution tasks. (2) Revenue Assurance services designed to ensure that all billable revenue is fully realized. (3) Business Analysis services to assist customers in analyzing business processes, usage patterns and best practices of usage. (4) SQL Server Maintenance / Resource Analysis tools and services to maintain a healthy database environment. More on this can be found later in this Executive Overview.

## Third-Party Add-Ons

In general, we always try to develop all industry-relevant features and functions in-house. However, when a complex feature set is best-provided by a third-party, we create as much API-level integration as possible so that ours is the primary interface, and the coexistence of such a product is transparent to users. These include Jet Forms and Doc Origin form design and distribution software, PC Charge and IP Pay for credit card processing and PCI compliance, Melissa Data for address verification and CASS certification, CCH tax tables, Teletech toll tables, Primal, Huawei and Alcatel IN platforms and numerous CABS applications. Also, StellarRAD, MapCom, CHR and CADTEL facilities management, mapping and staking applications.

## On-Premise or Cloud – The Choice is Yours!

While Software as a Service (SaaS) can be an attractive alternative for startups and smaller operators, premise-based solutions have been around much longer and have enjoyed much wider acceptance. This directly equates to experience. In addition, SaaS is typically cookie cutter rental software on an IaaS cloud. As such, SaaS solutions tend to be less feature-rich, evolve at a slower rate and fall behind in the timely delivery of new business-critical functionality that can often be essential to carriers in a competitive market.

Infrastructure as a Service (IaaS) hardware clouds are offered by Amazon and others who do not require the rental of software and can both leverage economies of scale and move much of the IT staffing and infrastructure burdens off site. However, the same hardware, software, maintenance and spare parts horsepower is required to run an operation of a given subscriber and user count as with local hardware. In addition, UI bandwidth requirements grow with size and, if interrupted, operations come to a halt. So, needless to say, the decision to move IT into the cloud is one that should carefully weigh all costs, benefits and contingencies.

To provide our customers with all possible options, we continually evolve an extremely feature-rich end-to-end application suite that supports identical operation in both on-premise and cloud-based infrastructure environments. In fact, our web-based client can even be deployed to support remote connectivity in conjunction with a premise-based system. We also offer the option of competitive monthly lease payments that do not go on forever like SaaS rent. So, regardless of their preferred IT environment, our customers can enjoy best of all worlds.

## Customer Success

Advantage 360 is clearly in the business of driving customer success. So, we begin by delivering software solutions and support that are focused on providing a significant competitive advantage. We then forge one-on-one relationships with both users and management, and provide thousands of enhancements each year that perpetuate this advantage. In doing so, customer success is the undeniable outcome and, while there are many additional examples, here are a few that begin to tell the story:

“The excellent Support and Customer Service received from Advantage 360 staff meet all our business requirements. They are innovative and responsive in providing solutions to all our demands. This is a great company and we look forward to growing our business with their support.” – CTO, Digicel Bermuda

“Its Cellular in a box” – CIO International, AT&T Wireless

“Advantage 360 has provided us with the flexibility to offer our customers new services, plans, and billing options with its standard features. It has also significantly reduced our staff's workload due to its streamlined functionality. We value our relationship with Advantage 360 and look forward to expanding our use.” – Manager of Information Systems, ENMR –Plateau

“Because of Advantage 360’s unique multi-site pricing we have been able to deploy a single feature-rich billing and OSS across multiple properties and markets at a fraction of the cost of individual solutions”. VP of Billing, Atlantic Tele Networks

“We knew that we would realize some cost savings by merging our wireless, wireline, internet and IPTV billing systems into a single solution. What we did not expect is staff coming to management for more work because they were out of things to do”. - CFO, Strata Networks

“Advantage 360 allows us to support our customers across a wide array of services and technologies in a single platform.” - GM, Choice Communications

“When we chose Advantage 360, we had an extreme urgency to replace several existing billing systems and launch within 6 to 9 months. Not only did they launch us in just 3 months, their software functionality, capacity and support allowed us to grow from less than 3 million subscribers to more than 5 million in only 18 months.” – CTO, SOTELMA.

“After several years and two failures with previous software vendors in our quest for a truly convergent billing system for our wireline, wireless, data and internet business services, Advantage360’s software offered all the functionality and capability that we sought....Thanks to Avantage360 we are better poised to be more creative and flexible in our product offerings which is vital for our remaining a viable entity in what will be an extremely competitive Telecoms marketplace. We are very pleased to have forged a relationship with them”. - CIO, Antigua Public Utilities Authority.

## Typical Pre-Sale Processes

The care taken in the sales process is clearly where the longest-lasting of customer / vendor relationships ultimately begin. As a result, we have established the following time-proven steps to promote the greatest possible project success:

1. **Response to Inquiries, RFIs, RFPs, etc.** – We are active in more than two dozen telecom associations and discussion groups, as well as in marketing through all major browser-based search engines and direct B2B contact. When we receive an inquiry, RFI, RFP, etc., we reply immediately.
2. **Resource Library Access** – Our Resource Library provides a wealth of valuable pre-sale information that is unmatched by other BSS / OSS vendors. While access is password-protected, if visitors click on any document, a login request pop-up will appear. We encourage prospective customers to visit our Resource Library and experience its open look at the policies, steps and procedures that we use to guarantee success.
3. **Web-Based Demonstration** – This is where prospective customers usually get their first look at the range of features and functions that our solutions offer. While the tour is live, fast-moving and guided by one of our subject matter specialists, it's a good idea to allow at least 2-hours. There is that much and more to see.
4. **Self-Tour Demonstration** – Upon request, we e-mail a .zip file that includes a web-based client that can be installed on any PC in about 3 minutes. This connects via the web to a small cloud-based server and data base in California that has enough pre-installed data to get started.  
  
The file also includes a 40-page introduction in English, French or Spanish that guides users through the basic user interface, how to create an account, sell equipment, assign a number, choose rate options and activate service.
5. **Budgetary Price Quote** – Pricing is based upon Billable ID (BID) count (i.e.: total number of active phone numbers, internet addresses, etc.). Once we know this information, we will provide a detailed budgetary price quote that is updated following the completion of a no-cost on-site GAP analysis.
6. **On-Site Presentations** – On-site presentations are usually departmentalized and occur over a period of two days (or more). They allow prospective users in sales, maintenance, CRM, collections, accounting, fulfillment, IT, management and other departments an opportunity to ask questions and see how A360 is able to meet or exceed every day and future operational requirements. They are also an excellent forum for staff to begin the project buy-in process (a very important step). A typical schedule can be found at [www.advantage360.com/resource-library](http://www.advantage360.com/resource-library).

7. **GAP Analysis** – While on-site presentations are the opportunity for prospective users to ask questions of A360, GAP analysis is where A360 visits each department and asks questions of prospective users. The process typically takes two days or more. The idea is to uncover any user requirements that may not be fully accommodated by the proposed solutions. A typical GAP questionnaire can be found at [www.advantage360.com/resource-library](http://www.advantage360.com/resource-library).
  
8. **GAP Report and Discussions** – Notes taken in the on-line and on-site presentations, a review of product offerings, website data, and existing IT infrastructure, as well as information and documentation gathered during GAP analysis, are merged into a detailed GAP report that identifies areas (if any) that may not be a perfect match for the solutions being offered. The final report is typically 30 – 50 pages in length and often makes recommendations regarding areas that might be improved by those solutions.  
  
Once this report is in the hands of a prospective customer, a conference is arranged to discuss the outcome, including possible new ways of doing business, workarounds, process automation and shortcut opportunities, customization, etc.
  
9. **Refined Price Quote** – After all GAP resolutions (if any) have been agreed upon, we present a detailed GAP-inclusive final quote. This rarely changes from the initial quote.
  
10. **Initial Project Plan** – This begins as a reasonably detailed generic overview of the steps and processes from an estimated start date through the first week following go-live. It factors in any RFI / RFP requirements, GAP findings and anticipated staffing. A more accurate plan evolves from meeting following contract negotiations.

## Value-Added Services (VAS)

The following is a high-level overview of optional ADVANTAGE 360 managed services that are available cafeteria style to all supported users:

1. **Managed Billing** – The following services are available to customers who wish to utilize A360 resources for operating ongoing monthly billing and distribution tasks. Pricing is based upon the number of Billing Cycles in each month.
  - a. Process Unrated Records
  - b. Auto-Post Credits
  - c. Calculate & Apply Late Fees
  - d. Generate Trial Billing
  - e. Generate and Review the Trial Billing, Tax Summary and Trending Reports.
  - f. Generate and Review Sample Invoices.
  - g. Commit Approved Bill Run.
  - h. Distribute (Print, Fax, E-Mail, Send to Print Vendor and / or Archive) Invoices.



**Benefits:**

- Reduced on-site labor costs
  - Consistent billing operations
  - Technical expertise in all aspects of billing software
2. **Revenue Assurance** – The following services are available to customers who wish to utilize A360 resources to ensure that all billable revenue is fully realized. Pricing is based upon the number of Data Collection Interfaces being utilized.
    - a. Review Failed Usage Files
    - b. Review of Skipped Usage Files
    - c. Review of Usage Completion
    - d. Review of Usage Failure
    - e. Weekly Report of Findings
    - f. Fraud Analysis of CDRs / EDR Not Being Charged by Billing System
    - g. Rate Plan Analysis / Audit
    - h. Rate Code Setup
  
  3. **Business Analysis** – The following services are available to customers who wish to utilize A360 resources in analyzing business processes and usage patterns of OSS360. A360 will guide users in the best practices of usage as well as formulate a plan to assist users in making changes. Pricing for this service is based upon time & travel expense (if any).
    - a. Review End-User Business Processes in All Departments
    - b. Provide Recommendations for Improved Utilization of A360 software
    - c. Review Utilization of A360 Software
    - d. Provide Recommendations to Reduce Costs and Increase Revenue
    - e. Assist in Implementing Recommended Procedures and Training
    - f. Assist in Writing Customer-Specific Standard Operating Procedures
    - g. Assist in Training On-Site Training Staff
  
  4. **SQL System / Resource Management** – Maintaining a healthy database server is crucial to operating your business efficiently. Different operating system, disk array, SAN, memory, CPU and usage patterns present different results from carrier to carrier. This is determined by how SQL Server operates internally within the database. So, to gain the most efficient results, a strong maintenance plan is necessary. Tasks a – g below are performed at least weekly. Tasks h – p below are performed at least monthly.

SQL Server Maintenance / Resource Analysis Services are available to customers who wish to utilize A360 resources for maintaining the health of servers that host its software. A360 will utilize SQL Server and 3<sup>rd</sup> party analysis tools that are provided to customers at no cost. Pricing is based upon the number of A360 systems that require maintenance.

- a. Run SQL Trace to Analyze Daily Transaction Performance
- b. Compare Trace data with Historical Traces to Ensure Optimum SQL Potential
- c. Perform Database Re-indexing
- d. Monitor for Disk Issues
- e. Monitor for RAM Issues
- f. Monitor for CPU Issues
- g. Report all Tasks Performed to Customer
- h. Migrate Raw Usage Table to Alternate Database or bpc Files for Retention
- i. Purge Raw Usage Data Back to an Agreed Upon Time (i.e.: 3 Months)
- j. Archive / Purge Billed Usage Tables (CDR Billed Data)
- k. Migrate Billed Usage Data to Alternate Database or bpc Files for retention
- l. Purge Billed Usage Data Bata Back to an Agreed Upon Time (i.e.: 12 Months)
- m. Unit Usage Table (Summarized Usage Data) - Purging
- n. Purge (Summarized) Unit Usage Data Back to an Agreed Upon Time (i.e.: 12 Months)
- o. Purge Event Log Table Back to an Agreed Upon Time (i.e.: 3 Months)
- p. Report Performed Tasks on a Monthly Basis

**Benefits:**

- Priority Application of SQL-Related Performance Enhancements
- Provides Recommendations for Hardware-Related Issues
- Support for Server Upgrades or Migrations Related to A360 Software
- Includes Windows Server / SQL Server Monitoring Tools

5. **Premier Core Environment Management** – Premier SQL and Windows Server Core Maintenance service builds a solid foundation in order to maintain a healthy database and operating system infrastructure. This requires secure proactive 24x7 SQL and Windows server monitoring in a physical or virtualized environment with automatic critical alert notifications and remediation, SQL and Windows maintenance plans, and storage monitoring and maintenance plans. To achieve this, a normalized best-practices operating environment is established for each customer. This is used to measure against predetermined metrics. In addition, SQL and Windows Server standard and emergency patches and service pack maintenance plans are developed and normally executed monthly in accordance with a predetermined customer-approved maintenance window.

These business-critical services are available to customers who wish to utilize A360 professional resources for establishing and maintaining a solid foundation for a healthy physical or virtualized SQL, Windows, and storage infrastructure, which hosts A360 software. This allows A360 to become an added resource and key partner in maintaining the customer’s critical infrastructure secure, stable, and operational by utilizing SQL and Windows Server maintenance plans and proactive monitoring.

Pricing for this is based upon the number of A360 systems that receive monitoring of the following on a 24 x 7 basis:

1. 44 Core SQL Server Performance Metrics
2. 57 Core Windows Server Performance Metrics
3. 74 SQL and Windows Issue Alarms

**Benefits:**

- Priority Application of SQL-Related Performance Enhancements
- Provides Recommendations for Hardware-Related Issues
- Support for Server Upgrades or Migrations Related to A360 Software
- Includes Windows Server / SQL Server Monitoring Tools
- One-Stop Shopping for the Health and Well-Being of the Database and OS.

## Price vs. Cost

While the “price” of software is usually an amount that is quoted by a salesperson, its “cost” can easily prove to be an entirely different amount. This is because the true “cost” of software is its “price” + the cost of support +/- the cost of staff required to operate and maintain it + the cost of additional software and customization (if any) required to achieve all required functionality +/- its impact on revenue, good will and customer retention.

For example, let’s assume that the price of Software A is \$1.20, and its annual cost of support is \$0.20. Meanwhile, its included functionality, process automation and operational support capabilities result in a staff reduction savings of \$0.15 and increased revenue, good will and new and retained customers equal an additional \$2.00. If amortized over 5 years, its true cost would be calculated as  $\$1.20 + (5 \times \$0.20) - 5 \times (\$0.15 + \$2.00) = <\$8.55>$ .

Now, let’s assume that the price of Software B is \$1.00, and its annual cost of support is \$0.18. However, its moderate functionality adds \$0.25 for additional staff, \$0.30 to purchase business-critical add-ons and customization, \$0.35 for revenue, customer and good will leakage and \$0.05 to support add-on software. If amortized over 5 years, its true cost would be calculated as  $\$1.00 + 30 + 5 (\$0.18 + \$0.25 + \$0.35 + \$0.05) = \$5.45$ .

This is a net return on investment (ROI) difference of \$14.00. Furthermore, if well-supported, Software A could have useful life in excess of 15 years. Meanwhile, Software B could require full replacement in as little as 2 years or less.

In any case, when these figures are scaled up to the price of a typical telecom OSS, many millions of dollars hang in the balance. In addition, whenever multiple migrations are necessary in a short time period, the toll on staff and customer relations can be immeasurable.

How is such a disparity in value proposition possible? It's a simple matter of exposure – If Software A has 20 or more years of experience in fulfilling real-world requirements for a large customer base, and Software B has less time on the job, caters to fewer customers or to a limited geographic area, and / or it is entirely focused on the often less-demanding “cloud” market, Software B will simply not have been exposed to the same level of requirements for everyday cost-saving functionality as Software A.

This means that it's a good idea to choose the best software for your requirements first, and then work out how you will be able to pay for it.

### Money-Back Guarantee

Given the content of this document, we are clearly confident in our ability to deliver high-quality products and services. We also provide an array of tools that help prospective customers validate this ability well before a sale is ever completed. Nonetheless, we take this a step further by including the offer of money-back guarantee of a successful launch as a term written into our final purchase agreements.

For additional product information, please see <http://www.advantage360.com/info/downloads> or contact us at +1 (909) 980-1034 or [sales@advantage360.com](mailto:sales@advantage360.com).