



ABIBA SYSTEMS TO IMPLEMENT CAMPAIGN ANALYSIS SOLUTION FOR A LEADING AFRICAN TELECOM OPERATOR

Operators across the globe are spending millions of dollars in designing and running campaigns for acquisition, retention and revenue enhancements. A standard one size fits all campaign does not give the desired results. Hence operators are beginning to design campaigns to suit the needs of segments, within the subscriber base. Technology in the form of BI and analytics helps to implement this to enhance the effectiveness of campaigns.

ABIBA Systems Ltd, a leading provider of Business Intelligence and Analytics software for communications service providers, announced that it has been selected to implement Campaign Management Solution for a leading telecom group operating in Africa. This implementation will enable the telecom operator to increase the effectiveness of their campaign and thereby enhance campaign return on investment (ROI). ABIBA Systems will deploy this solution in partnership with Tecnotree, a leading telecom OSS/BSS solution provider headquartered in Espoo, Finland. Tecnotree is providing the campaign and loyalty configuration and execution capabilities for the solution.

Sathya Karthik, MD & CEO, ABIBA Systems said that the solution has been developed keeping in mind the dynamic and competitive market conditions in the emerging markets - Asia and Africa. The campaign analytics solution includes campaign target selection, statistical sampling and a variety of analysis capabilities. In addition to standard features of reporting, dashboard and cube based multi-dimensional analysis, the solution will also be equipped with decision support features - hot spot analysis and forecasting. One of the highlights is an interactive simulator to perform what-if analysis to design effective campaigns. The simulator allows business users to carry out sensitivity analysis i.e. to study the impact of various scenarios for which the campaign is executed.

The Campaign Management Solution once deployed will help the senior management to effectively track campaigns, identify the campaign drivers and enhance speed of decision making. Post deployment, the campaign management solution is expected to cause a substantial increase on the return of investment. This news comes close on the heels of ABIBA recently winning the Red Herring Asia Awards 2010 at Shanghai, China this November 2010.

About ABIBA Systems

ABIBA Systems provides telecom operators worldwide with superior business intelligence and analytics software and services. Our goal is to provide software for telecom which enhances their decision making capabilities resulting in incremental revenues and sustainable growth. As experts in telecom decision support systems, ABIBA Systems helps telcos convert operational data into competitive edge, by translating data into actionable insights through our offerings. We offer solutions & services across the Analytics & Business Intelligence value chain covering data base and data management, data warehouse and data marts, reporting, OLAP, data mining and advanced analytics



ABIBAs product portfolio includes

TeleView™ - An integrated executive performance analysis system for telecom with separate modules for each functional area. It comes with pre built KPIs, Dashboards, advanced visualization, interactive querying and analysis capabilities.

Champion™ - An end to end analytics suite for the telecom suite. End users can build models for customer acquisition, retention, segmentation & profiling. It offers an interactive front end to carry out extensive analysis

TIMS™ - A network roll out ERP which can be used during both phases - pre deployment and post deployment.

TeleRAS™ - An end to end revenue assurance solution covering the entire scope for revenue assurance.

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