

ABIBA Systems proposes ABIBA VAS profile matrix for telcos and VAS providers

Bangalore, India - Sathya Karthik, MD & CEO, ABIBA Systems advocated the need for modern analytics to enhance revenues for telecom while addressing at the 'InfoVision 2011' Summit in Bangalore.

TDWI India Chapter, CSI, DAMA and ISIM jointly organized 'InfoVision 2011' Summit here in Bangalore. The 2 day event themed 'The data differential' aimed to discuss best practices and cutting edge technologies in the area of BI & Analytics. The event saw around 400 BI & Analytics professionals attending and discussing the most trending topics.

Sathya Karthik was one of the key speakers at the event and spoke on enhancing telecom revenues leveraging data. Sathya pointed out the contribution of VAS revenues in India is below par when compared to matured markets. He also explained how operators and VAS providers can use analytics to enhance VAS Usage and customer profitability.

In his speech, Sathya proposed the ABIBA VAS profile matrix wherein customers based on their preference and usage, are categorized under segments like sports, music, entertainment and information. This matrix helps VAS providers study consumer behaviour and also monitor any behavioural shifts occurring across segments. Using ABIBA profile matrix, VAS providers and operators can achieve better ROI for their marketing campaigns and also come out with new products with effective targeting. Sathya's session was well received by the audience.

The event also had many prominent speakers from organizations like Google, Hewlett Packard, Intuit, Jack Welch Technology Centre, IBM etc.

About ABIBA Systems

ABIBA Systems is a BI & Analytics Software company from Bangalore. ABIBA has chosen to tread the path of developing pre-built BI and Analytics products for Telecom with the objective of improving the business performance of our clients. Its product portfolio includes Champion™, TeleView™, TeleRAS™ and TIMS™. ABIBA helps its clients to enhance their decision making capabilities through its domain led consulting approach.

More information about ABIBA is available on the Internet at: www.abibasystems.com

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October 4, 2011

PRESS RELEASE



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