



LGR Launches CDRLive RapidReport



By Shamila Janakiraman, TMCnet Contributor

LGR Telecommunications announced the launch of CDRLive RapidReport, a pioneering Software-as-a-Service business model for the CDRLive solution. This provides global network operators with access to the CDRLive solution via a hosted SaaS business model.

According to company sources, CDRLive is a carrier-grade system which helps operators to transform massive volumes of network data into highly granular business intelligence for the enterprise. CDRLive is delivered as a single, end-to-end system that seamlessly fuses ETL, DW and BI functions and is used by carriers like AT&T, Telstra, Vodafone and MTN.

“CDRLive is already the enterprise data warehouse of choice for leading telcos worldwide, and RapidReport aims to make the clear benefits of the system accessible to ever-more network operators, regardless of their size or location,” Grant Salmon, CEO of LGR Telecommunications, said.

The RapidReport service uses a dedicated instance of CDRLive, hosted within the LGR Data Center in Atlanta, Georgia. Customers transmit their network data to the RapidReport gateway servers via a choice of secure mechanisms. The data is then processed and enriched in real time by the CDRLive applications, and made available to end users via presentation layers like static reports and Web portals.

“RapidReport customers get all of the same core CDRLive features and functionality that an on-site customer has – the only difference is that they are renting the applications instead of owning them,” Salmon said.

He further explained that most of the traditional IT constraints have been eliminated and control is firmly in the hands of the business. Also no investments in hardware or software in needed no endless architectural planning and no ongoing support costs.

Within two weeks of set-up time CDRLive becomes fully functional and it goes live. Customers can order Network Intelligence off a menu of available reports and dashboards. Customers can also specify the delivery format they prefer from static reports or interactive Web portals up to full integration with BI suites.

Salmon also said that the RapidReport service provides flexibility and choice. Customers can order as much Network Intelligence as they want, when they want, and have it delivered in a format they are most comfortable with.

Besides there is no risk involved and a free sample is offered to check suitability. Customers can increase, decrease or even stop their service without any penalty. They can always be sure that the solution they selected fits their business needs perfectly.

Shamila Janakiraman is a contributing editor for TMCnet. To read more of Shamila's articles, please visit her columnist page.

Edited by Amy Tierney

