Bangkok Post

Telecom firm upgrades data warehouse and billing

14 OCTOBER 2009
NEWSPAPER SECTION: TECHNOLOGY

Preparing for 3G licensing and the highly competitive convergence market is forcing many large telecom operators to upgrade their data warehouse and billing systems.

True Corporation is aiming to have a single view of all customers across its five businesses – True Move, True Online, True Vision, True Money and True Life. "The need to support this convergence service strategy is driving True to implement a new data warehouse system," said Suwicha Pornawalai, Director of Information Technology, True Corporation.

True chose the CDRlive data warehouse from LGR Telecommunications, and will run it on the Oracle Database Machine and Exadata Storage Servers because of the price performance and scalability. The systems, which are expected to be live in the second quarter of 2010, also bring many opportunities to cross-sell services to other True units.

Bunjert Thungvarathum, Deputy Director of Customer Care & Billing at True Move, said that the new CDRlive system will support huge processing across all five companies, comprising more than 300 million transactions per day. This will allow the company to offer innovative and personalised services to customers.

"Execution time is important to make when launching new services to market. If we have to spend days processing data, we simply cannot compete with other operators. This will be especially important when 3G becomes available, because the system can classify popular data application services and provide segmentation detail of customer groups by their age and behaviour," Bunjert said.

Moreover, the CDRlive system also helps to support network management, whether it is the cable network, broadband network or mobile network. For example, mobile phone services in some areas or locations have problem cells, and the system can collect data and let executives know what area needs to be improved. Or the system can find out which areas have increased numbers of new users, and allow True to plan for better service.

Because of the new CDRlive data, the company also plans to change the existing billing system to increase its efficiency and cost. In the near future, customers can customise billing by combining everything in one bill, which will make it more convenient.