

LGR delivers iPhone intelligence



By Pamela Weaver
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LGR Telecommunications Inc, the US-based arm of local ICT solutions provider LGR Telecommunications (Pty) Ltd, is partnering with US network giant AT&T to capture all call data records (CDRs) related to the newly launched Apple iPhone, and deliver a bouquet of reports to both AT&T and Apple Inc.

AT&T has exclusive US distribution rights for the iPhone, and will use LGR's CDRLive solution to capture information and gain insight into every aspect of iPhone usage. This information is expected to drive AT&T's understanding into new ways to attract and keep customers, as well as expand its presence in a rapidly-maturing market.

“Apple has a very limited history in the telecommunications space,” says LGR general manager Paul Hartley. “In the time leading up to the launch, it was vital that both AT&T and Apple had access to the sort of intelligence that would ensure the iPhone gels with the network as if it's been around for years.

“Post-launch, analyzing the usage data is vital to ensuring the device lives up to all of its hype. LGR's technology has made sure that all of this happens, offering AT&T a 'single version of the truth' for all usage information on the network, including the full experience that users are having with the iPhone,” he says.

The CDRLive solution is capable of dealing with over 15 billion records a day, at a rate of more than 150,000 per second in real-time. “Enough to handle every single CDR on every single network on the entire North American continent, with a single instance of the solution,” says Hartley.

This differentiates it from similar products, which, according to Hartley, offer batch processing rather than the “on the fly” capabilities and the huge volume capacities of CDRLive. “Another key differentiator is CDRLive's variable storage capability, which allows users to store information by categories such as field or record type – so they can purge the data they're not obliged to retain and maximise their storage investments,” he says.

CDR reporting and analysis is to network intelligence what Amazon is to online selling, he adds. Every time a call is made, every piece of data it generates on the network, from handset performance to dropped calls, and from individual mast performance to a complete user profile of downloading preferences, is extracted using CDRLive and delivered in a format that allows users to get real-time insight into the data generated by their networks.