



Press Release

CDRinsight: Delivering a new level of network intelligence to global network operators

LGR Telecommunications and Oracle Corporation look set to revolutionize the adoption and usage of Business Intelligence solutions within the telecommunications sector with the launch of CDRinsight, an advanced analysis and reporting engine that is based on the Oracle BI EE suite.

CENTURION, SOUTH AFRICA, August 1, 2007: LGR Telecommunications and Oracle Corporation have recently announced the global launch of CDRinsight, a telecommunications-specific Business Intelligence (BI) suite that delivers an advanced enterprise-class analysis and reporting engine with extensive dashboard functionality, and seamlessly integrates with the complete range of Oracle BI EE suite of solutions.

"Many BI tools have floundered in the telecommunications sector, battling to digest the enormous repositories of data and still deliver swift query response times, and failing to scale to the exponential growth in data volumes," explains Doug Cackett, EMEA Director: BI&W Architecture at Oracle. "Coupled with this, the rigidity of general-purpose reporting solutions has typically constrained the levels of telecoms-specific insight capable of being delivered, falling short of the business needs of users and ultimately placing a greater support burden on the IT department."

Delivering a unique BI solution for a unique market

The time was therefore ripe for a robust yet highly flexible BI solution that could meet the pressing business needs of global network operators. "To achieve this, Oracle and LGR have worked jointly to develop CDRinsight, an extremely powerful BI solution that has been designed specifically for the telecommunications market, and which fuses the legendary performance of the CDRlive system with the global leadership of Oracle's BI Enterprise Edition Suite," says Cackett.

CDRlive, the world's leading data extraction, transformation and loading system for the CDR environment, has had a long association with Oracle. All of its global sites are based on Oracle databases, and it has set new records for loading speeds and data warehouse volumes utilizing Oracle-based architectures.

"It therefore made sense to extend this relationship further into the BI space," says Grant Salmon, CEO of LGR Telecommunications. "Not only are we building on Oracle's status as the #1 preferred BI vendor globally, but also leveraging the extensive Oracle skills-set that most telcos typically have. This ensures that customers adopting CDRinsight are not only getting a telco-specific BI solution that is seamlessly integrated with the world's leading BI suite, but they are able to ensure a rapid roll-out and therefore a swifter return on their investment."

CDRinsight provides a wide range of detailed and highly functional dashboards that allow users to explore data at any level of granularity, and have it presented to them in a user-friendly and highly interactive manner. It also ensures that the most important dashboard views are available as out-the-box functionality, and currently includes six separate reporting portals pertaining to Executive, Network, Product, Customer, Customer Service and Legal. It can also be easily tailored to include customized dashboards and alerts for exception reporting, as well as integrate as a module within other existing solutions such as Siebel Call Centre or Oracle eBusiness Suite.

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Packed with a wide range of business benefits

Some of the key benefits of CDRinsight include:

- Delivering analysis across all network usage data (through CDRlive), thereby driving more accurate and effective decision-making.
- Multi-functional architecture that meets the business needs of users from multiple areas across the enterprise
- High flexibility, allowing users to both drill through to deeper analysis, drill out to other data, and produce pixel-perfect reports without any dependence on IT
- High scalability, with the proven ability to meet the needs of any size network, from a few thousand subscribers up to tens of millions.
- High extensibility, facilitating the rapid addition of new functionality and the seamless integration into other enterprise applications
- Low investment risk, as the solution provides 'out-of-the-box' results at a fixed price and with guaranteed implementation periods
- Proven results within a global customer base, and demonstrable value through proof-of-concepts at the Oracle Enterprise Technology Centre (ETC)
- Proven evolution and development within an global customer base, including the extension to xDR functionality (any type of network usage – mobile, fixed-line or IP)

“The key to success is that CDRinsight is powered by CDRlive, which provides a single and complete source for all usage data in real time,” says Salmon. “Therefore, unlike many of the current BI tools in the telecommunications market which try to cobble together answers from multiple sources with inherent data quality issues, CDRinsight is drawing on a 'single version of the truth', providing users with complete confidence in the results displayed to them.”

Cackett concurs, and believes that the Oracle-LGR partnership is set to revolutionize the way network operators approach BI. “To date, many telcos have often battled to realize a real return from their data warehouse and BI investments. But our unique approach with CDRinsight is set to turn that all on its head, allowing global network operators to leverage their existing Oracle investments and achieve what until now has been virtually impossible – truly comprehensive, real-time business analysis of all data within a network of any size.”

About LGR Telecommunications:

LGR Telecommunications (LGR) is a specialist solutions provider to the global telecommunications industry, with offices in the United States, Australia and South Africa. The company's core business centers around real-time, carrier-grade solutions such as CDRlive and CDRinsight, which allow telecommunications operators to transform high volumes of network usage data into critical business insight. LGR technologies today support over 250 million mobile subscribers across the globe, and its extensive customer base includes leading network operators such as AT&T, Telstra, Vodafone and the MTN Group.

About Oracle BI EE

A comprehensive, integrated suite of business intelligence products, Oracle Business Intelligence Suite Enterprise Edition enables organizations to distill intelligence from existing applications and data sources and distribute it pervasively across the enterprise to optimize business processes, decisions, and actions. A part of the Oracle Fusion Middleware product family, Oracle Business Intelligence Suite Enterprise Edition's hot-pluggable capabilities enable intelligence from data spanning Oracle and non-Oracle sources providing a complete, real-time view of business performance.

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