



Press Release

LGR unveils RapidReport® – a new SaaS model for the market-leading CDRLive solution

LGR Telecommunications has announced the launch of CDRLive RapidReport®, a pioneering Software-as-a-Service (SaaS) business model for the legendary CDRLive solution which promises to put petabytes of data in the cloud.

ATLANTA, GA, February 25, 2010: LGR Telecommunications today unveiled CDRLive RapidReport®, a pioneering service that provides global network operators with access to the legendary CDRLive solution through a hosted, Software-as-a-Service (SaaS) business model.

CDRLive is a carrier-grade system that global operators use to transform massive volumes of network data into highly granular business intelligence for use across the enterprise. Delivered as a single, end-to-end system that seamlessly fuses ETL, DW and BI functions, CDRLive is used by major carriers such as 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,” says Grant Salmon, CEO of LGR Telecommunications.

The RapidReport® service utilizes a dedicated instance of CDRLive, hosted within the LGR Data Center in Atlanta, GA. Customers transmit their network data to the RapidReport® gateway servers via a choice of secure mechanisms. It is then processed and enriched in real time by the CDRLive applications, and made available to end users via a choice of presentation layers (e.g. static reports, web portal etc.).

“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,” explains Salmon. “We’ve removed much of the traditional IT constraints and placed control

firmly in the hands of the business. There’s no up-front investment in hardware or software, no endless architectural planning, no ongoing support costs – just instant access to your Network Intelligence when and how you want it.”

As the name suggests, new customers of the RapidReport® service can expect a rapid time to value. Following a two-week set-up period, full CDRLive functionality goes live and the customer can literally order Network Intelligence off a “menu” of available reports and dashboards. Furthermore, the customer is also able to specify its preferred delivery format – from static reports or interactive web portals right through to full integration with leading BI suites.

Salmon explains: “The RapidReport® service provides the customer with massive flexibility and choice. They can order as much Network Intelligence as they want, when they want, and have it delivered in a format they are most comfortable with. There’s absolutely zero risk – they always get a free sample to start with, and can increase, decrease or even stop their service without any penalty. So instead of an IT headache, they now have the peace of mind that their solution is always right-sized to business needs.”

LGR’s pricing structure for RapidReport® is also a model of efficiency. Beyond a basic set-up fee, the customer has the flexibility of paying for the service according to either a usage-based (per report/per user) or time-based (per month/per year) model. There are also further service options, including additional storage for extended retention of network data, or subscribing to advanced services such as Competitive Analytics, Churn Analytics or Social Network Analysis.

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LGR also believes there to be major opportunities for RapidReport® outside of the network operators that subscribe to the service. For example, a marketing analytics company relies on CDR-based data for projects such as campaign management and churn tracking. Faced with the option of either using less-than-perfect legacy applications or building new systems, a proven service such as RapidReport® - which can be switched on, re-branded, customized, and up and running in a matter of weeks – suddenly becomes a highly attractive alternative. RapidReport® is therefore also available as a 'white label' product that can be included within the service offerings of LGR's partners around the world.

“Even before the official launch of the service, we’ve already had tremendous interest in RapidReport® from customers and partners all around the world, and we’re anticipating swift growth for the service and it’s supporting systems,” says Salmon. “Given that even our smallest customers currently have CDRlive data warehouses that are 10-20 Terabytes in size, and our largest onsite customer systems already exceed a Petabyte (1,000 Terabytes) in size, we fully expect our RapidReport® system to have multiple Petabytes of data ‘in the cloud’ in the next 12-18 months.”

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. For more information about LGR, please visit: www.lgr.biz

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