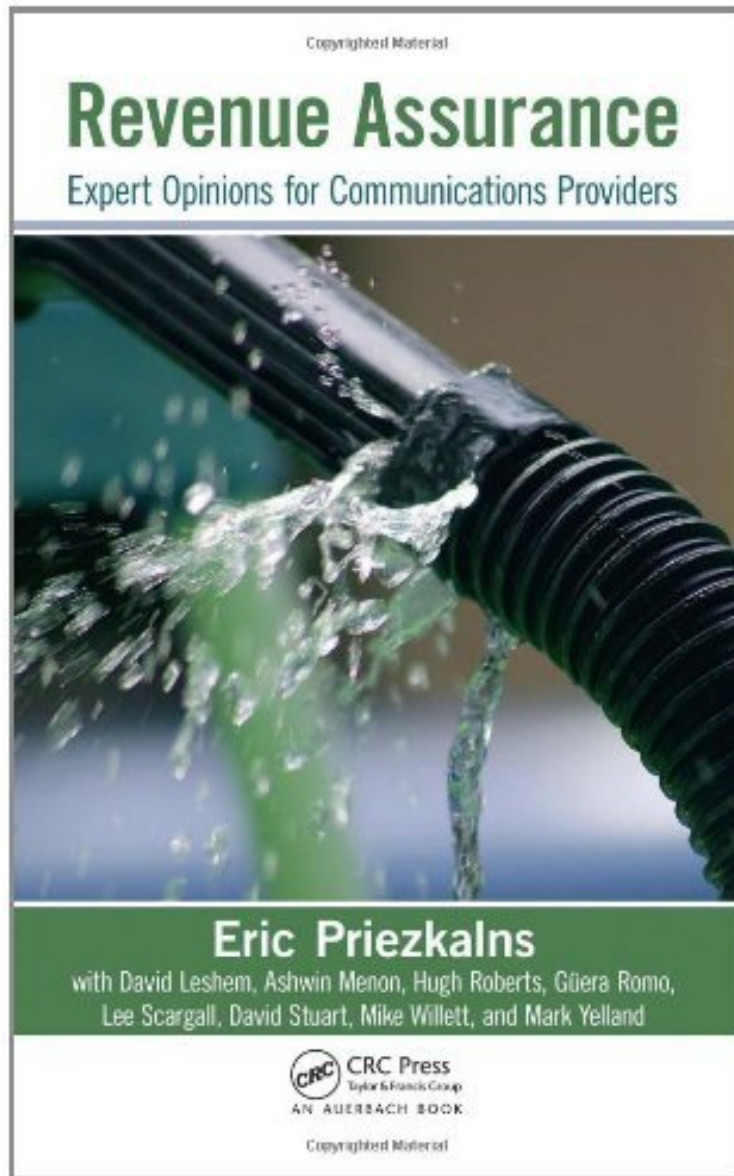


Revenue Assurance: Expert Opinions for Communications Providers

Eric Priezkalns

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Eric Priezkalns : Revenue Assurance: Expert Opinions for Communications Providers before purchasing it in order to gage whether or not it would be worth my time, and all praised Revenue Assurance: Expert Opinions for Communications Providers:

2 of 2 people found the following review helpful. Not very helpfulBy JGLAs a newly appointed RA Manager, I was

looking for practical tools. This book is mostly theoretical and you can find all this information via internet searches.0 of 0 people found the following review helpful. No audio!!By E. HarrisonPlease this is such dry reading, we need audio.1 of 2 people found the following review helpful. Bible for the Revenue Assurance ProfessionalBy Dan BakerAs an industry analyst who has written a few market studies on the telecom revenue assurance and analytics market, I was keen on reading this book, so I had the publisher send me a copy.I wasn't disappointed. The book reveals hundreds of insights and secrets from the authors' professional careers.Sadly, most telecom books I've read are fairly tedious because the authors don't guide the reader along. This book is different. While the content is often dense, you don't mind because it's professionally written and sprinkled with helpful analogies, great examples, philosophical musings, and keen advice.The authors are a group of RA experts, mostly from Europe, the Middle East and South Africa. And the book is really the next logical evolution of the website they all contribute to -- talkRA -- where opinions on the revenue assurance practice are shared.The late Alfred Hitchcock used to publish anthologies of mystery short stories. The book's structure is like that. It's broken up into many short chapters and one-page snippets, and in that way encourages you to jump around in the book.In the introduction, we're told, "Don't expect a manual..." While the book does contain many blog articles like you'd see on the website, there are also several sections of the book that dive deep into topics. One particularly good one is a 17-page sub-chapter on "Maturity in the Performance of Revenue Assurance." I'll put it this way: the book is a judicious mix of manual- and blog-like contributions.With 323 pages of small print type, it took quite some time to write this tome. I did a rough word count and calculated the book contains 40% more words than Harry Potter and the Goblet of Fire (Book 4). In any case, it will take you a few weeks of bedtime reading to get through it.That's not to say that you can't have fun with the book. In fact, there are several places where the authors lighten up and reward you for reading the chapter on "Understanding Controls". Co-author, David Leshem, wrote some short ones that evoked some chuckles. And Eric Priezkalns' "Which One are You?" piece classifies RA personalities into Hamster, Pioneer, Dead Man Walking and another 6 categories. It's priceless.This is a great book to explore on your next plane trip, but be sure to bring with you plenty of post-it notes and a small notepad to jot things down in. Enjoyed with a mini-bottle of Burgundy wine, your bliss is assured at 35,000 feet :-)The book will be useful to RA novices as well as seasoned RA pros looking to hear the opinions of their peers. And this is definitely must reading for software and services vendors in revenue assurance, particularly the salespeople who need anecdotes and an understanding of an RA manager's points of pain. It's all here.

This cutting-edge reference represents a new phase in the talkRA project;an initiative dedicated to improving the discipline of revenue assurance (RA) for communication providers. From blog to podcasts and now a book, the project offers a platform for a select group of RA experts to share ideas and best practices in revenue assurance, revenue management, business intelligence, and fraud prevention in telecommunications and other industries. Drawing on the expertise and insights of some of the leading minds in RA, Revenue Assurance: Expert Opinions for Communications Providers supplies high-powered ideas and techniques for the effective management, planning, strategy formulation, and measurement of RA performance. Presented as a series of articles on current and emerging topics of interest, it provides extensive and multi-faceted guidance to help readers move up the scale from basic checks to optimizing performance.Covers the fundamentals of revenue assuranceExplains the relationship between revenue assurance and fraud management and how revenue assurance sits within the wider context of enterprise risk management and the control environmentProvokes readers to think of creative ways to adapt RA to the needs of their business, whether they are initiating the RA process or seeking to take an established RA function to the next levelShows how to measure the financial benefits delivered by the RA team and how to appraise the RA maturity of the whole businessIllustrates how to perform root cause analysis through QA discussion of how top experts deal with a variety of leakagesIdentifies trends in how RA techniques are changing, and links these to developments in tools and technologyEntertains through sympathetic and sometimes irreverently humorous observations about the working life of an RA practitionerThe book provides an analysis of the drivers for RA products and services, enabling RA suppliers and consultants to compare their competitive offerings with what customers really want and need. Complete with real-world tips and case examples, it supplies the well-rounded understanding that will enable you to best fit the needs of your business and best support its objectives. This book will give you the confidence to determine the most effective and efficient methods to achieve and maintain healthy revenue streams in the ever-changing landscape of electronic communications.Praise for:... draws upon the actual experience of a number of RA professionals;those who have actually lived through the journey, learned from setbacks, and adapted their approaches to determine best practices in the field.;Julian Hebden, Director of Enterprise Information Management, Telstra

This book draws upon the actual experience of a number of RA professionals;those who have actually lived through the journey, learned from setbacks, and adapted their approaches to determine best practices in the field. This work is not an academic exercise that will prove impossible to implement within your organization but one that is built upon the bedrock of actual implementation experience.Julian Hebden, Director of Enterprise Information Management, TelstraAbout the AuthorEric Priezkalns is the founder of talkRA.com, the Web site that gave rise to this

book. He is currently an assistant director at Qtel International responsible for enterprise risk management. Eric has over ten years of experience in the communications industry in the fields of risk management and revenue assurance. Eric was the original (and much imitated) revenue assurance blogger. Having built a loyal readership worldwide, Eric decided to join forces with other thought leaders by forming talkRA, which went on to establish itself as the Web site for practitioners to get insightful views and the latest news about revenue assurance. Eric has previously worked as head of controls for Cable Wireless Group; best practice manager in the revenue assurance, billing, and carrier services function of T-Mobile, UK; and the billing integrity manager for Worldcom, UK. He first worked as a consultant in the Enterprise Risk Services division of Deloitte, where he also qualified as a chartered accountant. Eric has a master's degree in information systems and a bachelor's degree in mathematics and philosophy. Eric is very well known in international revenue assurance circles as a founding participant of the TM Forum's Revenue Assurance team, and he is now the leader of the TM Forum's Enterprise Risk Management team. He was the driving force behind the revenue assurance maturity model. He was one of the editors and contributors of the TM Forum's Revenue Assurance Overview and its Revenue Assurance Guidebook. It was in the first version of the TM Forum's Overview that Eric introduced the de facto standard definition of revenue assurance. Eric was responsible for the program that saw T-Mobile UK, become the first CSP to satisfy the UK regulator's stringent metering and billing accuracy expectations across all communication services without exception, including those provided using the then-new 3G network. David Stuart is the assistant director of revenue assurance and fraud management at Qtel International. A revenue assurance expert with over 10 years of practical experience within telecoms revenue assurance, David graduated from Brunel University with a degree in mathematics and statistics, after which he moved into the financial services sector. David started his revenue assurance career at MCI WorldCom, where he designed and project-managed the development of a traffic assurance tool covering a dozen business units; fixed line traffic. From here, David moved to One2One/T-Mobile, where he provided architectural assurance for all of the company's developments. David's expertise in the company's architecture led him to be made test manager for UK's first 2.5G launch. From T-Mobile, David moved to a specialist RA consultancy, 2Helix, where he held the position of senior RA consultant. He worked on numerous projects, all delivering revenue assurance software, often custom-designed for the client's needs. After 2Helix, David moved to Cable Wireless International, where he was again responsible for delivering revenue assurance tools, this time to CW's 33 business units. Mike Willett currently works as a consultant. He has over 12 years of experience specific to the telecommunications industry in the field of fraud and revenue assurance. Until November 2009, Mike was the director for fraud and revenue assurance at Telstra Corporation, Ltd., Australia. Mike was at Telstra for 6.5 years and led the fraud and revenue assurance function in times of great organizational change as Telstra underwent its massive transformation program. His interest is in understanding theoretical approaches to improve revenue assurance outcomes and, more importantly, in how these can be practically implemented to provide tangible and recognizable business value. Mike started his career at BellSouth (now Vodafone) in New Zealand and then moved to Praesidium Services in the United Kingdom. During this time, he had the opportunity to consult with a number of service providers and vendors around the world and see how revenue assurance was perceived, managed, and mismanaged in a number of different operating and cultural environments. Mike graduated from the University of Auckland in New Zealand with degrees in psychology and marketing. Guimera Romo has 13 years of experience in business transformation in the engineering, defense, government, banking, and telecommunication industries. She has experience in mergers and acquisitions, rightsizing, redeployment of personnel, business process reengineering, system selection, and implementation. Before this, she spent five years in finance and business administration. During this time, she was an accountant, after which she transitioned to financial application support on Oracle. Since 1998, Guimera has consulted in revenue assurance, billing, and customer care to two fixed-line and two mobile operators in South Africa and in the United States. At MTN, South Africa, she was responsible for establishing and managing a revenue assurance, fraud, and law enforcement function; sourcing an RA automation tool; and replacing a fraud management system. Guimera holds a BCom Hon (Industrial and Organizational Psychology) degree and is currently pursuing a research master's focusing on the knowledge, skills, and abilities required to practically implement revenue assurance. She is an independent consultant and an academic researcher. David Leshem is an expert in telecom and utilities enterprise solutions billing, profitability, business intelligence, customer retention, churn, and revenue assurance. David has worked with major carriers all over the world, creating an enviable track record in improving the bottom line of telecom companies. He brings in-depth expertise to fixed-line, MNO, and MVNO businesses, helping them to get the best in pricing, margin reasonableness reconciliation, cost-effective customer retention and acquisition, and multiple revenue stream assurance. David has international experience in addressing the financial challenges faced by telecom providers. Ashwin Menon began his foray into revenue assurance as an implementation on-site engineer with Subex. Being trained in both revenue assurance and fraud management, he undertook projects specifically pertaining to revenue assurance. During the course of his career, he has been involved with various clients across the Asia-Pacific region, including tier-1 telcos. Ashwin has witnessed various leakage scenarios across telecom operators in the Asia-Pacific region, and has been privy to the different methods and controls

that were implemented to target and plug issues in a telecom operator's value chain. Ashwin is currently employed at Subex as a customer solutions consultant. Hugh Roberts is senior strategist for Patni Telecoms Consulting (formerly Logan Orviss International) working with network operators, service providers, VAS suppliers, and vendors to develop their service and product strategies, market and brand positioning, revenue fulfillment, business modeling, and the interpretation of new business requirements into technical and business architectures. Hugh is also a nonexecutive director of TeleOnto Technologies, an Indian start-up specializing in revenue assurance and business intelligence analytics. Formerly, he was development director of the TM Forum, where he was responsible for the introduction of the TM Forum's BSS Teams for revenue assurance, for content and data charging, and for pre- and post-convergence. He remains an active contributor to the TM Forum's technical reports and guide books. Hugh is a frequent media commentator and analyst, speaker, and chair of industry conferences around the globe, as well as the author of numerous articles for the trade, national, and international press. In his role as consultant director to IIR's telecoms division, Hugh advises on strategy for BSS, OSS, and revenue management development, and he has been associated with the major show "Billing Information Management Systems" since 1994. He has been integrally involved in pioneering business-to-business Web and e-mail marketing and also has been chairman of the World BSS Awards Judging Panel since 1997. Before this, Hugh worked in the entertainment sector, where he was responsible for bringing award-winning real-time interactive control and HMI systems to market for museums, theme parks, nightclubs, and major performance artists. He is an artist and graphic designer and has worked extensively in the music industry, including pioneering work on the development of three-dimensional sound and psychoacoustics. Mark Yelland is a revenue assurance consultant with over 10 years of experience from around the world. He coauthored with David Sherick *Revenue Assurance for Service Providers*, the first new book on revenue assurance for five years, which was published in December 2009. He regularly contributes to discussions on LinkedIn, has had articles published via the Telecom Managers Forum, and has guest blogged on talkRA. His two passions are making RA more accessible to organizations feeling the pinch, and polar bears (see his Web site, www.raaiim.co.uk, for details). Mark runs his own consultancy, raaiim Ltd, formed after leaving THUS when it was taken over by Cable Wireless, and is forging alliances with strategic partners such as Xintec SA. Before becoming a consultant, Mark was head of revenue assurance at THUS for five years. During this time, he managed the successful implementation of a revenue assurance architecture system (based on SS7 signaling), worked with the teams to implement a new mediation system, and improved the quality of the retail billing. He helped THUS to gain approval against the Ofcom Metering and Billing scheme (2003). He was selected to be part of the experts working group that developed the 2008 scheme and demonstrated his confidence in the scheme by helping THUS become the first organization to be approved against the new standard. Before joining THUS, he was director of revenue assurance for Cable Wireless, providing expertise, training, and support to the different organizations around the globe. He holds an engineering degree from Cambridge University and a master's in business administration from the Open University, and he has been a chartered engineer since 1976. This combination provides a useful balance in matching revenue assurance issues with requirements of businesses, Mark being able to operate in both technical and nontechnical areas with equal ease.