

ADVIZOR

...IN TELECOMMUNICATIONS



The telecommunications industry is in a cycle of extreme evolution with new competitors, technologies and regulations.

Change brings opportunity and new phenomena require new methods and approaches. A secret to winning in this era lies in the vast amounts of data that are being generated. ADVIZOR® Solutions advanced reporting and analysis software enables telecommunication providers to quickly glean competitive insights from their data.

Powered by patented Visual Discovery™ technology, ADVIZOR is world-class in empowering people to display, interact with and understand their data.

About 4D:

4D is located in Congleton in Cheshire. The company is built on providing a high level of Consultancy, Training and Service for Cognos BI, Advizor and MetaManager, a Management and Administration Tool for Cognos Environments as well as delivering end-to-end Information Solutions, Business Intelligence Applications and Data Warehousing Projects.

Powerful Enterprise-wide Analysis and Reporting for Telecom Professionals

ADVIZOR provides information in clear charts with dynamic interaction so that telecom professionals quickly get fact-based answers to their business questions. This allows greater numbers of people to quickly make accurate and informed decisions that support their top priorities:

Marketing Performance Customer Service and Service Level Performance

- ◆ Customer relationship management
- ◆ Online usage and bill analysis
- ◆ Customer churn prediction and analysis
- ◆ Call center and trouble ticket reporting and analysis
- ◆ Customer and market segmentation and profiling
- ◆ Service provisioning and activation analysis
- ◆ Product portfolio and channel performance
- ◆ Network performance management
- ◆ Campaign management and analysis
- ◆ Call data record (CDR) analysis

Finance, Accounting and Risk Management

- ◆ Customer and product profitability assessment
- ◆ Fraud detection, credit analysis and revenue assurance
- ◆ Financial analysis and performance management

Marketing Performance Customer Relationship Management

Growing existing relationships can be more valuable than developing new ones. ADVIZOR enables analysts to monitor trends and anticipate changes that affect the lifetime value of customers.

Customer Churn Prediction and Analysis

Regulatory changes, telephone number portability, product innovation and competition have intensified one of the greatest challenges faced by telecom companies: customer churn.

ADVIZOR helps identify patterns that can precede churn so that preventive actions can be taken.

Customer and Market Segmentation and Profiling

Marketing professionals can gain valuable insight into customer demographics and behavior with point-and-click ease! ADVIZOR is ideal for identifying segments of common behavior, outliers and the descriptive factors behind them.



Product Portfolio and Channel Performance

ADVIZOR is ideal for working with multi-dimensional associations that are difficult to see and work with in traditional output formats. Dashboards can be analyzed and critical findings can be published with a few simple mouse clicks.

Campaign Management and Analysis

Key to promotional measurement is to understand the impact on products sold across locations and channels. Comparing performance across dimensions is simple with ADVIZOR Charts that can be animated to enhance patterns over time.

Market Research Analysis

The goal of market research is to explore and correlate findings, driving toward segments and causal factors. ADVIZOR's intuitive, visual dashboards lead to greater insight and management communication than typical crosstabs and reports.

Customer Service and Service Level Performance

Self-service solutions can reduce expenses and improve customer satisfaction. ADVIZOR enables customer service managers to analyze and profile the usage of these solutions.

Call Center and Trouble Ticket Reporting and Analysis

Call centers rely on ADVIZOR dashboards to monitor the quality of their call center service, and the status of trouble tickets and service level agreements. Managers can analyze their activity by reporting directly from their operational systems, publish key findings for executive presentations and make adjustments to improve service.

Service Provisioning and Activation Analysis

Customer satisfaction can be greatly affected during the initial phases of a relationship. ADVIZOR enable project managers to improve service and retention during these critical phases.

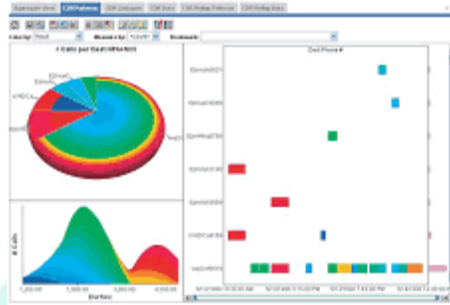
Customer Service and Service Level Performance (continued)

Network Performance Management

Improving network performance can improve customer satisfaction and employee productivity, and reduce network, IT staffing and travel expenses.

Call Data Record (CDR) Analysis

ADVIZOR enables companies to analyze CDR's and calling circles to understand how their networks are being used, which can lead to the formation of new services and calling plans.



Finance, Accounting and Risk Management Customer and Product Profitability Assessment

Measuring revenues, volumes and margins across customer, geography, time and product dimensions are important to finance and marketing decision makers.

Fraud Detection, Credit Analysis and Revenue Assurance

ADVIZOR enables telecom analysts to understand patterns of consumer credit risk and detect calling pattern anomalies. Rapid identification enables companies to take action that can limit revenue loss.

Financial Analysis and Performance Management

Significant value can be realized by understanding financial trends over time from summary-to-detail levels. Understanding the reasons that top grossing stores in a region are performing vs. others is hard to determine from basic financial reports. This level of analysis is dramatically improved with ADVIZOR.

Powered by Visual Discovery

Visual Discovery™ drives ADVIZOR'S exclusive display and interaction capabilities, enabling intuitive analysis with powerful charts and dashboards. Simplicity is the theme, and with a simple sweep of a mouse knowledge workers can explore areas of interest, select subsets, correlated across dimensions, navigate up and down hierarchies, animate over time and build descriptive and predictive analytic models

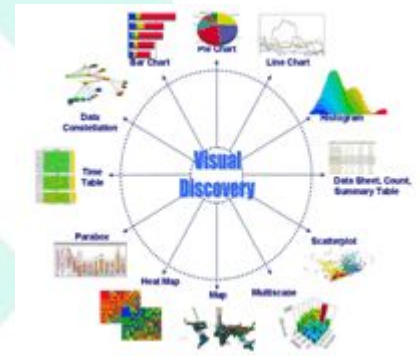
Transform Decision-making with Visual Discovery

Visual Discovery is the core-patented technology that drives ADVIZOR's unique display, interaction and authoring capabilities.

Leveraging an extensive algorithmic underpinning, business people are able to explore and understand their business data.

ADVIZOR's unique display and interaction capabilities address key retailer needs:

- ◆ End-users want to interact with their data as they are looking at it – they do not want to use other tools, understand database structures or wait long for results.
- ◆ End-users want to explore their data – especially when there are not pre-defined paths to answer their questions.
- ◆ With ADVIZOR, the visual display becomes the window to understanding, which leads to better business decision-making and improved value.



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