

Usage Management

Business Challenges

Organizations are seeking methods to proactively manage the expanding array of digital and cloud services to help reduce costs, perform competitive cost plan analysis, and make “what-if” comparisons with real-time data. IT organizations require innovative new monitoring techniques to perform these functions. The analysis of usage and login records to manage and discover informative patterns from collected data is paramount to enable proactive, timely, and impactful decision-making.

Solution

Calero’s Usage Management suite effectively manages the essential financials of utilization. At the heart of its functionality is a flexible rules-based engine enabling the end-user to manage usage data across the full spectrum of digital services. This solution provides the ability to:

- Dynamically configure usage collection, processing, and rating activities directly within the user interface.
- Manage different ownership paradigms for all usage activities.
- Proactively manage the capacity, availability, and consumption for all digital and cloud services.
- Identify potential service quality issues.
- Proactively track user activities.
- Identify trends, inactivity, and potential fraudulent activities or misuse.

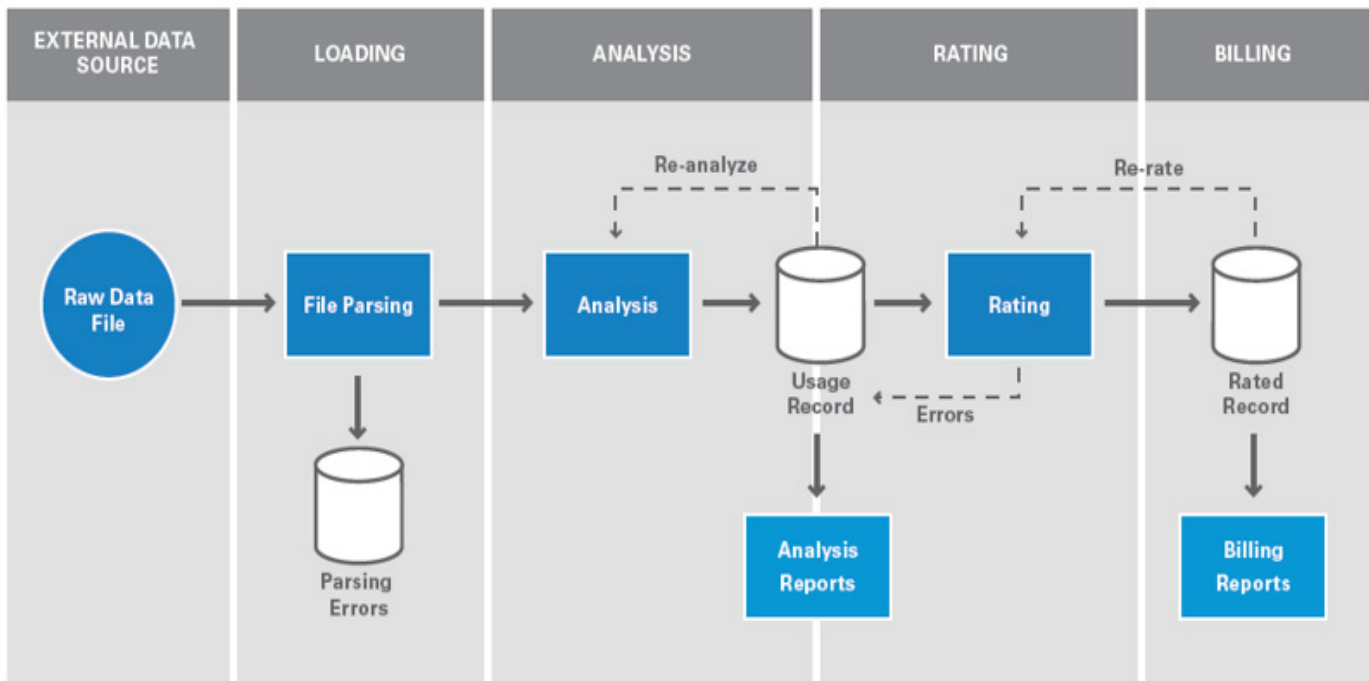
Dynamic Configuration

Calero’s Usage Management offering is powered by the combination of a flexible and extendable extract, translate, and load (ETL) engine and a flexible rating engine (FRE). The ETL loads and processes data records while the FRE assigns, rates and charges the responsible party for use of any digital service (e.g., voice, video, mobile, conferencing, CPU utilization, printing, storage, SaaS, IaaS, WebRTC, etc.).

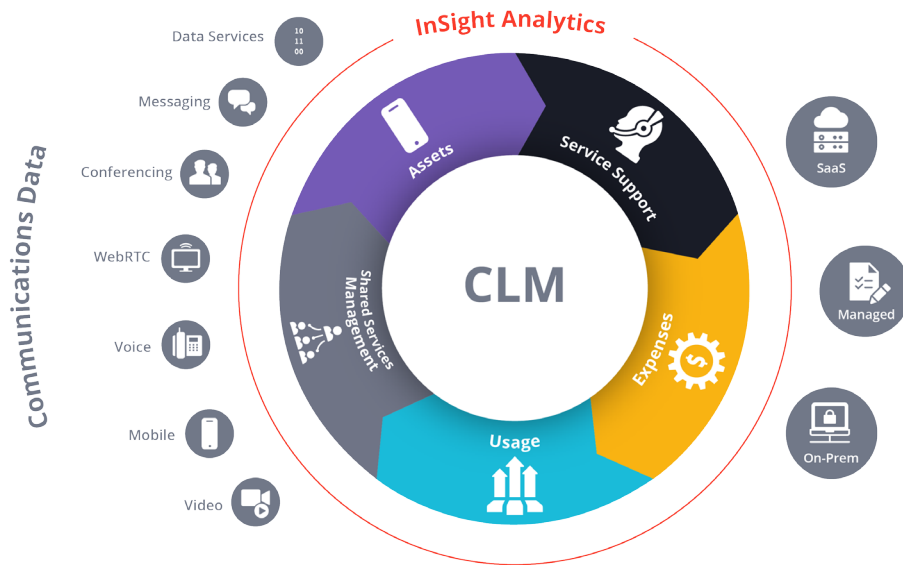
The combination of our powerful ETL and flexible rating engines opens the door for IT Shared Services to manage additional digital and cloud services and provide the appropriate cost accountability for each type of service. ETL allows you to load and store data records without assigning financial ownership. This allows you to identify the elements of the usage record and configure the business rules to define:

- Usage parameters such as duration, login ID, application, size and type of message or quantity of pages, packets, bytes, file quantities, and qualification of digital events.

- Define the elements of the stored usage data record used for analysis and charging (e.g., message count, time, duration count, file size, color, tone, data source, URL, and the like).
- Utilize any combination of attributes in the raw usage record for rate calculation.
- Customize rate plans to specific customer groups.
- Assign multiple rate structures when processing records to enable rate plan comparisons.
- Define custom errors and error conditions (e.g., Flag usage records older than 90 days or specific types of usage transactions, outside timeframe of active service, and other criterion.).



Calero's Usage Management accommodates the convergence of usage collection, mediation, and rating for a growing spectrum of digital services including voice, mobile, video, conferencing, messaging and WebRTC. Usage Management is the integral and automated translation link and enrichment process between raw event data, cost recovery, operational revenue, and business insight.



Maintaining a holistic real-time view by monitoring, measuring, and aggregating use of all digital activities can improve employee productivity by analyzing how employees leverage the various types of services and conducting “what/when/how heuristics” to determine how their actions correlate to and result in productive or non-productive outcomes. This includes metrics like quantity and type, duration, excessive personal usage, and communication with other employees, suppliers, customers, and competitors, which may contribute to your organization’s ability to achieve or exceed business objectives.

Financial Ownership

Usage Management leverages the capabilities of the core Calero Communications Lifecycle Management (CLM) suite to efficiently allocate costs to customer agencies and individuals. This allows for accountability for the amount of digital resources consumed. Calero reports and business analytics provide multiple perspectives on financial information from aggregate summary to drill-down detailed records. Track usage activities and costs to specific projects or clients for the various types of usage, such as:

- Traditional voice, fFax and VoIP
- Data and MPLS
- Mobile, messaging, paging devices and data usage
- Conferencing – vVoice, vVideo & and Web services
- Infrastructure – Storage and CPU utilization
- Non-voice, printer usage, storage, utilization of physical and virtual servers
- Cloud services – SaaS, IaaS and PaaS activity logs

Infrastructure Management

This solution enables you to run your communication infrastructure and various digital services more intelligently by collecting the essential information required to identify and isolate relevant and irrelevant usage.

The following are examples of how Usage Management assists with analyzing infrastructure management:

- Business versus personal activities
- Exception reporting
- Identification of underutilized assets
- Tracking of system abuse, misuse and fraudulent activities
- General view of storage and distribution across organization



COLLECT, ANALYZE AND REPORT ON ALL LEGACY VOICE, UNIFIED COMMUNICATION AND MOBILE USAGE

AUTOMATICALLY ASSIGN COSTS TO THE CORRECT OWNERS AND CONSUMERS OF SERVICES IN REAL TIME

GAIN ACTIONABLE INTELLIGENCE FOR PLANNING, POLICY ENFORCEMENT AND USAGE OPTIMIZATION

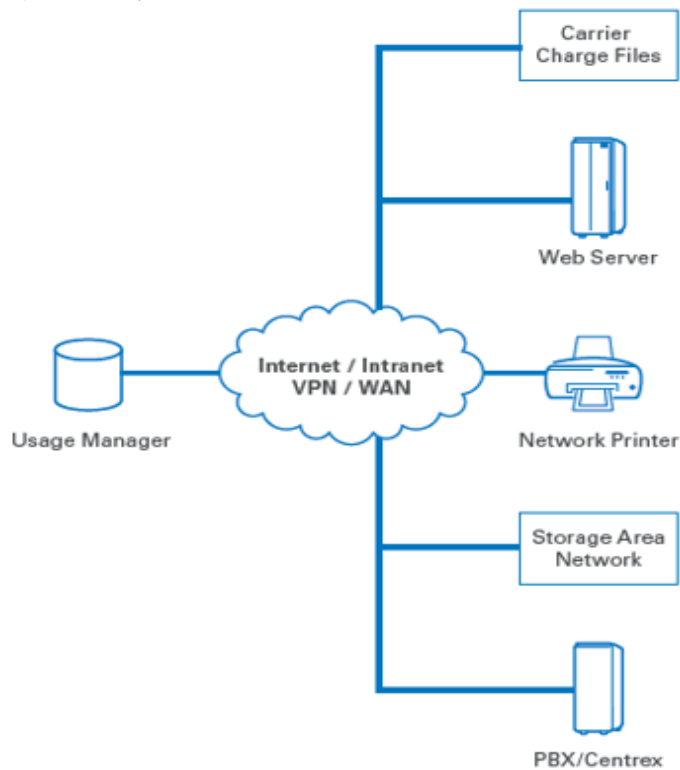
- Track potential legally or ethically dubious behavior
- Investigate suspected fraudulent use of services
- Quickly identify false emergencies as well as malicious or threatening calls.
- Identify excessive usage activities

Accurately predicting capacity requirements by analyzing actual usage will help you avoid over- or under- provisioning to internal, cloud-based, carrier, and other digital services as well as corresponding issues with service quality and costs.

Service Quality

Usage Management helps organizations ensure proper quality of service levels for their hybrid legacy TDM and VoIP networks. Calero Rating is unique in that it can aggregate actual records, eliminating the reliance on “rules of thumb”. It presents data for various types of analytics including:

- Traffic Reporting – origin/destination, duration, call types
- Erlang B Traffic Analysis
- Quality of Service (QoS) reporting on latency, jitter and packet loss
- Analysis of automated call distribution group (ACD) activities
- Tracking the lifecycle of a voice call



Ask your Calero Solutions Consultant to demonstrate how our customers are leveraging Usage Management to:

- Conduct extensive utilization analytics across their IT and communication infrastructure.
- Dynamically configure systems to process any type of data feed from any digital service.
- Quickly create and modify rates relative to any type of digital service.
- Assign and view utilization records to each specific employee.
- Schedule processing to become a “lights out” production process.
- Configure business rules to analyze and notify key personnel about usage that does not follow published corporate policy.

Communications Lifecycle Suite Review

Usage Management is only one component of the entire communications lifecycle suite of solutions. To fully comprehend usage, savings and compliance Calero’s CLM suite provides the visibility and control needed to successfully manage telecommunications and its growing demands. From streamlined processes to customized analytics, the organization will experience unparalleled efficiency. The complete suite includes:

- Asset Management
- Mobility Managed Services
- Expense Management
- Usage Management
- Shared Services Management - Chargeback
- Services Management - Service Desk

About Calero

Calero is a leading provider of Communications Lifecycle Management (CLM) solutions designed to turn insight into action through the intuitive user-interface and visually comprehensive analytics. Calero helps to simplify the management of voice, mobile and other unified communications services and assets. With a deep commitment to innovation and customer service, Calero’s CLM approach enables organizations to support the full communications lifecycle, from procurement to payment, including software and services that aid Telecom Expense Management (TEM), Managed Mobility Services (MMS) and Usage Management. Calero has thousands of customers in the United States and more than 40 countries worldwide, including Fortune 1000 corporations, universities and government agencies. Learn more at www.calero.com or follow us @CaleroSoftware.