



PANAMAX®

iMax™



# Panamax evokes Switching and Billing revolution at Etisalat



## Summary

Panamax with its best-in-class solutions, assisted Etisalat in managing their switching and billing platforms efficiently. Etisalat was struggling with manual intervention in their everyday business management which was causing them revenue loss. Panamax's Unified Carrier Solution made sure an increased revenue visibility while managing fraud and optimizing development costs.

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# Introduction



Etisalat Lanka (Pvt) Ltd, a leading telecom company with their headquarters of Sri Lanka operations in Colombo, worked in unanimity with Panamax Inc. to streamline their Switching and Billing Platforms. Panamax supported Etisalat in managing traffic of multiple carriers which was being routed through multiple switches under a single platform, iMax. A Unified Solution of Panamax's BillCall billing solution integrated with iMax switch gave a better control and broader view of revenue with its automated billing, accurate business report generation, effective disputes management system and generation of positive margins through routing.

# The Challenges



Etisalat was using a conventional approach for their day-to-day business management, including manual routing generation, billing, negative margin monitoring and differential partner invoicing.



Traffic monitoring was another challenging task for Etisalat with multiple switches being managed to divert traffic. Furthermore, traffic routing did not facilitate the comparison of rates offered vs the vendors selected.



Auto vendor rate management identifying different formats of rate sheets sent by different vendors was a demanding task.



Manual dispute management, billing reconciliation, business report management and invoice generation did not procure accurate results and also consumed a lot of time and manpower, thereby increasing the overall operational cost.

# The Solution



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Panamax's Unified Solution comprising of BillCall and iMax was offered to Etisalat in order to overcome the issues with their existing switching platform.



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The solution was integrated to streamline the billing and mediation process.



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Prepaid, Postpaid balance and credit management was incorporated to block the carriers where limits are exceeded.



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Invoice Reconciliation, CDR Reconciliation, Vendor Auto Rate upload and Workflow management features were also provided to Etisalat.



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Advanced reporting on customers' traffic termination and traffic behaviour was setup to identify traffic vs revenue daily stats.



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Financial reporting helped Etisalat track cash flow and manage balances & recoverable.

# The Result



The implementation facilitated billed and unbilled revenue visibility.



The Unified Carrier Solution offered integrated ticketing while the alert notifications helped raise tickets at the right time with the right set of information to the carriers.



Workflow management assisted Etisalat in internal fraud control, thereby decreasing negative revenue.



The solution also accelerated the time-to-market of new products and services while optimizing development and deployment costs.



Panamax's Unified Carrier Solution generated higher operational efficiency and accurate interconnect billing, costing & pricing, rate & routing management, deal & dispute management.



CDR and SIP trace helped the operations team at Etisalat to manage the traffic.