



GRATEX gTelRoute

The gTelRoute system represents a business operations system which brings about the optimization of transit telecommunications business in the widest sense of the word. It secures the highest degree of automation due to the maximum effectiveness of processes related to the purchase, sale and routing of a great volume of voice traffic on a wholesale basis. It allows the administration and distribution of international voice traffic in an optimal manner, not only from the standpoint of price, but also on the basis of quality and capacity parameters. Through the automation and overall shortening of the period of implementation of routing changes, the system supports the attaining of a saving of operating costs and in addition provides current information in real time, which makes possible the effective management of the quality of provided services, revenues, costs and margins from the executed wholesale voice operations.

MAIN AREAS OF USAGE

- ▶ gTelRoute addresses key areas of the international voice operations business,
- ▶ it optimizes transit telecommunications business in the widest sense of the word. It improves the effectiveness of the wholesale process and enables the optimal administration of international voice traffic from the standpoint of price, quality and capacity parameters,
- ▶ it improves and dynamizes the ability to administer margin on the offered products – improving negotiating position in relation to business partners,
- ▶ it enables the expansion of business opportunities – automation of the activities associated with the purchase of minutes makes possible the reallocation of resources and their redirection to sale. The offering of a wide portfolio of products (both least-cost products for customers who do not place emphasis on quality but for whom the single criterion of interest is price, as well as for premium products with a guaranteed quality of service and services with added value). It increases reaction time in a dynamic international environment where changes take place on a daily basis,
- ▶ it reduces the risk of loss (cherry-picking) which is caused by the non-conformity of the numbering plans of individual trading partners (since there does not exist a united world standard). On the other hand effective management of the numbering plan gives the telecommunication carriers space for arbitration business,
- ▶ it increases the effectiveness of operational processes – automation of activities (integration of end-to-end process from purchasing through directing to exchanges, sales and billing),
- ▶ it is determined primarily for telecommunication carriers who are active both in the field of hubbing and also for those carriers who need to optimize their costs and so ensure advantageous prices for international calling for their final consumers (households and firms, telephone cards and other products).

CONTRIBUTIONS AND GOALS

- ▶ Making the wholesale process more effective, beginning with the purchase of voice minutes, through their optimal directing, finishing with price formation and their sale.
- ▶ Measuring, administration and distribution of international voice traffic in an optimal way from the standpoint of price, quality parameters, volume commitments and capacities.
- ▶ Automation of the process of routing plans implementation in exchanges, with the goal of reducing the time for routing changes and saving of operational costs
- ▶ Allowing the greatest possible number of routing changes in the exchange.
- ▶ Securing of current information in real time for the effective management of the quality of provided services, revenues, costs and margins from executed wholesale voice operations,
- ▶ Making more effective and faster the processing of supplier price lists, received in various formats,
- ▶ Improving the management of sold products based on the differentiation of the suppliers' quality and quantity parameters and on defining sales margins with varied granularity of validity (whole product, selected countries / destinations, etc.),
- ▶ Minimization of operational costs, thanks to the automatic creation of business routing plan proposals for individual products, with the possibility of dividing operations among several suppliers(carriers),
- ▶ Automation of technical routing plan proposals for individual products on the basis of network infrastructure records, and a proposal for commercial routing plans,
- ▶ Automatic implementation of technical routing plan changes in exchanges,
- ▶ Making more effective and faster the preparation of sales price lists for consumers, with the possibility of a general or individual approach to consumers,
- ▶ Access to current (near real time) data on operations for the effective management of all processes related with the provision of wholesale voice operations.

BASIC FUNCTIONALITY

Administration of reference data (records of suppliers and customers of voice traffic – business partners – telecommunication operators, currencies and exchange rates, time divisions of the week, sales products, network infrastructure).

- ▶ Administration of the internal numbering plan (Master Destination List) – possible integration with billing systems and exchanges.
- ▶ Unlimited import of price lists from business partners (including control of validity, control of notice period for price increases/decreases) – usage of a special composition and processing algorithms ("artificial intelligence") for automatic recognition of price lists or their templates for import of all available data (, most in since each carrier uses different formats of XLS, but there exists no standard).
- ▶ Analysis of business partners' numbering plan with regard to internal numbering plans, identification of conflicts (opportunities, risks).
- ▶ Generation of a price "top offers" (for individual products/destinations/ prefixes) and their usage in the business routing plan proposal.
- ▶ Export of synchronization data necessary in the billing system,
- ▶ Preparation of data for administrators of telephone exchanges (according to which routing through the carrier's international exchange is set up) – also supports automatic update/upload of configurations,
- ▶ Generation of "sales" price lists (offers to other carriers) – creation of sales price lists in target currency, import and evidence of supplier and customer price lists,
- ▶ Possibility to also implement other systems (e.g. billing system or certain type of exchange).
- ▶ Administration and generation of routing plans,
- ▶ Administration of currencies and currency rates.