

CASE STUDY

goTransverse Elevates their Billing Platform with an Enhanced Customer User Experience

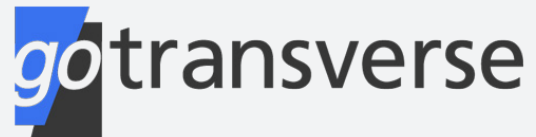
goTransverse leads the cloud billing industry with domain experience garnered from years of building billing and revenue management solutions for many of the world's largest communications service providers and enterprises. goTransverse's cloud-based agile monetization and billing platform, TRACT®, supports the monetization of any combination of one-time, subscription and usage-based offerings with near real-time metering, rating, billing and native revenue recognition. TRACT drives top-line revenue growth, faster time-to-market, visibility into revenue streams, and operational savings for its clients. TRACT can act as the System of Record for all accounts receivables or as an adjunct billing system.

The Challenges

Rather than being a strategic driver for their clients, reporting and analytics in TRACT was becoming a challenge for both end customers, as well as internal users. Data reliability and access was an issue, creating reporting inconsistencies which impacted how users interacted with the platform. Since reports were manually created and sourced from their legacy system, there was a consistent backlog of requests as analytics could not be delivered fast enough. Furthermore, customers were logging an increasing number of support tickets for reporting and analytics, which was consuming valuable company resources.

Goals

Knowing that data accuracy and visibility was critical for widespread adoption of the TRACT billing platform, goTransverse was looking to proactively advance their reporting and analytics capabilities. This required improving the time, speed, and reliability of analytics in order to enhance the customer experience and adoption of TRACT. To do so, the organization needed to: 1) speed up the back-end data process, and 2) give end customers an easy-to-use interface for detailed business intelligence and analytics.



ABOUT GOTRANSVERSE

- Cloud-based subscription and usage-based billing platform
- Billions of transactions processed on a monthly basis
- Backed by 250+ years of deep domain expertise in complex packaging, pricing and billing
- Customers include Fortune 1000 in areas of Internet of Things, energy management, Over-the-Top streaming services, data centers, fleet management and as-a-Service offerings
- Learn more at gotransverse.com

The Solution

goTransverse adopted Pentaho for both data integration and embedded analytics. On the data integration front, the TRACT platform utilizes an operational database along with a data warehouse for reporting and analytics. With Pentaho Data Integration (PDI), data can now be quickly onboarded into the data warehouse to prepare data on the fly for analytics.

By introducing the concept of Scheduled Reports, preparing reports and analytics with set deliverable dates and times became a much easier process with Pentaho and no longer required the technical skills of professional services or IT.

In addition, goTransverse is able to integrate analytics into TRACT to expose dashboards, reporting, and visualizations

“Pentaho’s platform provided end-to-end capabilities that brought embedded analytics into our product, streamlined our internal operations, and allowed our customers to make better data-driven decisions.”

– MICHAEL BEAMER
President, goTransverse

to end users. These analytic capabilities were embedded into TRACT using Pentaho APIs so that the analytics would appear as a seamless part of the TRACT platform. goTransverse leveraged the following Pentaho embedded capabilities:

- Configuration for multi-tenancy
- Single sign-on for seamless transitions between TRACT and Pentaho
- Dashboard components displayed in the TRACT UI
- Theme Pentaho Reporting UI to appear as TRACT platform
- Customer and user-centric reporting with varying levels of permissions such as read-only, company-wide, or personal views across all tenants the company owns
- REST API access to the Pentaho data

Impact and Benefit

By leveraging Pentaho for data integration and embedded analytics, goTransverse has experienced improved reporting performance, increased adoption, and data consistency and accuracy, which was critical for making their billing application successful. These enhancements have led to performance increases of 8-10x faster than previous solutions.

The team is able to showcase the powerful functionality of TRACT through Pentaho’s analytics capabilities, out-of-the-box reports, and ad hoc reporting functionality.

Within the company, building new ad-hoc reports no longer requires programming or database knowledge, saving staff time and increasing accessibility to analytics within the company. By providing full visibility into usage data and revenue streams without the IT bottleneck, this initiative was able to speed up the time to make critical business decisions by

leveraging data insights. TRACT’s customers gained access to a host of new standard reports focused on key business metrics, including monthly recurring revenue, churn rates, cross-sell and up-sell revenue, and customer lifetime value. Additionally, thanks to Pentaho’s APIs, dashboards were seamlessly embedded into TRACT and matched the look and feel of the software, allowing end users to have access to more immediate data. All of this has led a better user experience as goTransverse has already experienced a 17% drop in customer support tickets.

WHY PENTAHO

- Data integration capabilities sped up data preparation time
- Open, embeddable analytics fit with existing architecture and security standards
- Ability to provide a seamless experience to their customers

Solutions

- Pentaho Data Integration
- Pentaho Business Analytics
- Pentaho Embedded Analytics

Results

- Internal adoption of Pentaho BI Solution up 300%
- Dashboard rendering within TRACT is 8-10x faster than previous solution
- Customer support tickets on reporting down 17%

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