

## Arbinet achieves critical business visibility with QlikView

“ Before QlikView, we did not have good decision-making insight into revenue month-to-date or transactional intelligence, which was critical for knowing how to improve our business performance. ”

Suresh Vadakath, Director, Strategic Planning, Arbinet-thexchange, Inc.

Arbinet-thexchange, Inc., a leading provider of voice and IP solutions for buying and selling telecommunications capacity, wanted greater visibility into their customers and business. The company had limited insight into daily financial and operational performance, relying primarily on spread sheets to calculate revenue month-to-date for decision making and for revenue forecasting. Using QlikView, Arbinet gained near real-time visibility and more granular insight into its customers, revenue and operations – reducing the time required for information analysis, smarter decision making, and response to business trends.



### Trading in minutes

Arbinet provides marketplace and managed solutions for buying, selling, routing and settling telecommunications capacity – an online exchange for telecommunications minutes just

as financial brokerages are for securities. Customers and suppliers include fixed line, mobile, wholesale and VoIP carriers as well as ISPs, calling card and content providers around the world who buy and sell voice and IP telecommunications capacity and content. The New Brunswick, New Jersey-based company – with offices in Chicago; Herndon, Virginia; Hong Kong; London; Beirut; and Guatemala – routes approximately 2% of the world’s international voice traffic to more than 1,300 destinations.

### In the dark, all month long

Arbinet relied on end-of-month reporting generated from its billing system to determine monthly revenue, and Microsoft Excel spread sheets to make revenue forecasts. During the month, the company used an unsophisticated method to monitor performance. This provided “some” insight for daily decision making, but was far from ideal for managing business. The company could not pinpoint how minutes were used, pricing of various voice services at current transaction levels, where revenue was made and lost, how traders were performing, or market trends – i.e., how to optimize business performance.

### Initial workaround

Calculating in-month performance estimates and next-month forecasts fell on the company’s finance department. Suresh Vadakath, Arbinet’s director of strategic planning, developed the complex spread sheets with numerous

## Solution Overview

### Arbinet

A leading provider for trading and settling telecommunications capacity

### Industry

Telecommunications

### Function

Executive, Sales, Operations, Finance, HR

### Geography

Worldwide

### Challenges

- Need daily visibility into financial and operational performance
- Improve integrated data analysis from transactional and billing OSS

### Solution

Arbinet deployed a sophisticated enterprise application of QlikView to its field and senior management team across 5 business functions within 12 weeks. With QlikView, Arbinet now analyzes – on a daily basis – revenue by customer and telecom service; minutes traded, routed and settled by customer and service; pricing by customer and service; and more, to know where revenue is made and lost, accelerate business decisions and improve profitability. The QlikView application integrates analysis of disparate data formats from transactional and billing Operational Support Systems (OSS), enabling Arbinet to achieve a near real-time view of operational performance and business trends.

### Benefits

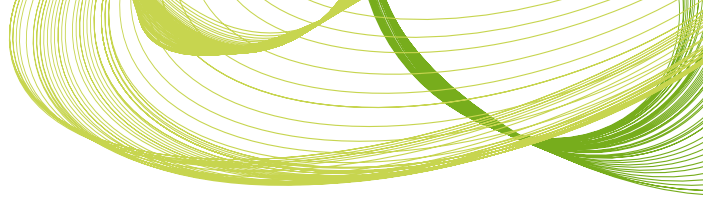
- Improved time required for information analysis to near real-time
- Improve response to business trends from up to 30 days to near real time
- Expanded information analysis and insights into business drivers
- Improved knowledge of customers, markets, and matching sellers with buyers

### Data Source Systems

Application: Proprietary transactions database, SingleView billing system

Database: Oracle, Excel

Hardware: IBM Power 570



macros as a workaround solution to improve business visibility.

“The formidable challenge,” according to Vadakathu, “Was how to integrate the records from our proprietary transactions database system with pricing rules in our Singl.eView billing system.”

Although both are Oracle-based, data formats between the transactions system and Singl.eView, an OSS from Intec Telecom Systems PLC, were completely different and difficult to integrate and normalize. Moreover, with Arbinet functioning as a telecom broker, pricing rules in the billing system differ by customer, product and trading transaction.

The requirements to gather data, download to spreadsheets and execute macros were manually intensive. While providing more insight into Arbinet’s true performance, the time required for information analysis still delayed response times to business trends.

### QlikView: a strictly business-driven decision

Vadakathu’s insights were critical when an Arbinet steering committee that also consisted of their CFO, VP of strategic planning and VP of sales screened BI solutions to improve the timeliness of actionable information. The steering committee, seeking an effective but cost-conscious solution, evaluated QlikView against Actuate and Cognos. QlikView’s simplicity, ease of use, powerful analysis capabilities, and price point carried the strictly business-driven decision.

What followed was development of a sophisticated enterprise QlikView application where much of the same analysis would serve the needs of executives, sales, finance, operations and HR. The

QlikView analysis covers dimensions such as revenue by customer and product; minutes traded, routed, and settled by customer and product; and pricing by customer and product on a near real-time basis.

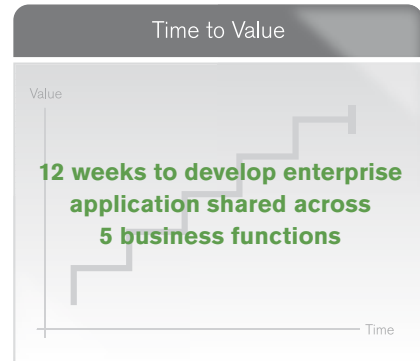
### The value of QlikView visibility

Using QlikView, Arbinet aggregates millions of records daily and consolidates them, on average, into 100,000 rows of data, which are added to all previous days’ data rows month-to-date. QlikView users access business functions access, slice, dice and analyze the data according to need for any time period up to the prior business day.

With QlikView providing critical month-to-date visibility into financial and operational performance, Arbinet reduced its time required for information analysis to near real-time. QlikView also expanded Arbinet’s depth and breadth of insight into the company’s business performance drivers:

Before QlikView, executives could only know total revenue and revenue by customer. In QlikView, they can monitor customer and total revenue performance, the types of telecom service minutes traded, and at what price. They can perform comparisons and conduct trend analysis on customers and market direction to make smarter and more timely business decisions, such as how and when to adjust pricing strategies. The company can see where revenue is made and lost, know if daily performance is meeting monthly projections, and forecast with much greater predictability.

“Before QlikView, we did not have good decision-making insight into revenue month-to-date or transactional intelligence, which was critical for knowing



how to improve our business performance,” said Vadakathu.

### Pleasant surprises

Since QlikView deployment, Vadakathu as a power user has been performing enhancements to the enterprise solution on his own. He creates new ways to view how minutes are used and revenue generated with time-of-day, day-of-week, and week-over-week comparisons – to continually refine insights into business trends that can drive smarter decision making.

“QlikView gets the job done,” he said. “It’s a very powerful tool – easy to install, easy to deploy, easy to use, and much more affordable for us than other solutions.”

“ QlikView gets the job done. It’s a very powerful tool – easy to install, easy to deploy, easy to use, and much more affordable than other solutions. ”

Suresh Vadakath, Director, Strategic Planning, Arbinet-thexchange, Inc.