



“The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew.” Abraham Lincoln, 1862

“Analysis of the history of technology shows that technological change is exponential...” Ray Kurzweil, 2001

Change is often regarded as a constant in the modern world, and while most recognize the dangers of not adapting to change, many are faced with the inability to do so. Failure to adapt to change is a complex problem, and where IT is concerned, often it is due to current systems outliving their original design criteria as technologies and business environments evolve; solutions were designed based on the specification of business models which are now considered inadequate for the current market climate. As a result, seemingly simple change can often be lengthy, laborious and expensive, while complex change is regarded as unachievable due to the inherent risk involved.

MetraNet offers a new approach to charging, billing, settlement and customer care that enables organizations to embrace change without compromise. MetraNet's uniqueness is its ability to automate business processes for billing and customer-care to support any number of business models that address radical or divergent business strategies. This approach enables organizations to actively sell products and services in circumstances where the commonly accepted methods of operating are challenged, or are no longer sufficient, to remain competitive.

MetraNet is deployed globally, enabling diverse customers to build innovative and successful business models, securely collect revenue, and manage their entire customer lifecycle in some 12 languages, 17 currencies and 52 countries.

We offer value by:

Enabling Innovation

- Freedom to innovate any service down to its core constructs via configuration without limitations
- Freedom to innovate how services are marketed, sold and managed across the entire value chain

Accelerating Speed-to-Market

- Proven implementation in as little as 8 weeks
- Configuration of new products and services within hours
- Dynamically support new business processes without customization or upgrades

Providing Independence

- Reduce the reliance on the software vendor by allowing functionality and business application to be enhanced independently
- Installation and maintenance of the product in production through third parties or via own IT/Billing department
- Independence and anonymity for how the product is used for strategic purposes

Redefining Total Cost of Ownership

- Reduce acquisition, activation and customer support costs through 'Zero-Touch' and 'One-Touch' customer interaction via self-care and automation of customer care processes
- Reduce OpEx through minimal staffing for integration, operations and upgrades
- Reduce CapEx through deployment of the product on commodity software and hardware
- Ability to upgrade rather than re-implement enables the benefits from ongoing R&D to be realized



What is MetraNet?

MetraNet is a charging, billing, settlement and customer care product.

Designed from first principles to be open, scaleable, component-based and adaptable, it enables open, unhindered collaboration between businesses, consumers and partners via any variation in business models, such as Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Partner (B2P) throughout the lifecycle of the relationship.

MetraNet can process any revenue or lifecycle event from any service infrastructure or network, including transportation, media, telecommunication, government, utilities and logistics. It does not dictate processes, workflows or interface mechanisms, but rather allows these to be configured from first principles. As a result, the product is configured to conform to the business rather than requiring the business to make compromises to conform to the product. We term this singular capability Dynamic Business Modeling.

MetraNet is based on the concepts of a Service Oriented Architecture (SOA), whereby new services can be easily created, added to, or replace an existing set of services. An example of service may be, for example, 'compensate supplier', which specifies a series of steps in the re-distribution of revenue to suppliers in a value chain. The creation of these services is entirely managed through metadata. This approach has the benefit of freeing users from the underlying technology, allowing them to express their business intentions more succinctly.

Once services are created, MetraNet has a further unique ability to implement the service by automatically creating the associated data model, interfaces and workflow. This approach offers innovation, speed to market, low cost, and independence.

Why are we different?

MetraNet is different from other billing and settlement systems because it not only addresses the needs of convergence through its ability to model any product and service, but also offers the organization the ability to radically differentiate itself in how products are marketed, sold and managed across the value chain.

Our driving principles are to enable organizations to:

- Sell, charge, bill and settle regardless of business model
- Innovate without limitation
- Achieve operational excellence and best-in-class lifetime cost of ownership
- Benefit from advanced technology and architecture

Advanced Technology and Architecture

- Independent business and computational layers allowing open access to business processes while preserving system stability and performance
- Dynamic service creation to fully leverage Service-Oriented Architectures (SOA)
- Component-based architecture
- Open, adaptable 'white box' engineering
- Comprehensive use of metadata to define business processes, data models and services
- Workflows with drag-and-drop editing at the API, business object and service layers
- Horizontal scalability using distributed commodity hardware and software with patents and patents pending for high-throughput algorithms

These principles have driven the design and evolution of the product over the past 10 years. Although many traditional billing systems claim to offer true convergence - i.e., the ability to charge for any service - they impose a singular data and processing model for a specific industry, typically telecom or utilities. This often leads to compromise when implementing new convergent services, as vendors struggle to make a new service conform to their way of doing things. As a direct result, complicated and unwieldy processes are written on the periphery of a solution. This may solve the problem in the short term, but leads to future difficulties and expense when change is required. MetraNet imposes no data or business model restrictions.

Another key difference between MetraNet and other billings systems is subtle but critical. Increasingly, change has not only occurred in the types of services sold, but in how services are sold. Traditional systems base their data models on commoditized B2C paradigms.



The reality is that models utilized to sell commodities will not deliver competitive advantage; the adage 'It's not what you sell, but how you sell' is apt for all maturing markets. MetraNet offers the ability to sell in any way by permitting innovative and different business models.

Furthermore, as the established telecom and media B2C markets have become commoditized, there has been an industry trend towards more simplistic charging. While this has simplified B2C billing, the proliferation of compensation models such as advertising, revenue sharing and dynamic residuals involve sophisticated wholesale pricing and value-chain monetization. These B2B relationships are very different in nature to B2C. In B2C the focus is to market a common offering to a large number of consumers.

As such, long and costly development cycles can be amortized across a large number of customers who are only receptive to limited number of marketing plans within a given period of time. In contrast, B2B relationships have complex, individually negotiated compensation and SLA models and therefore must be efficiently automated, managed and audited.

In summary, MetraNet has a singular ability to manage multiple market segment strategies; quickly extend the reach of an organization into untapped market channels; exploit new synergies in evolving environments, or simply offer the means to adapt in a market where change is unavoidable.

Key functional areas of MetraNet

MetraNet is a charging, billing, settlement and customer-care product. The following capabilities are all currently in production at our customer sites:

Charging – applying a rate, price or charge to a business activity based on business requirements defined in metadata rules, rates, price plans and discount plans. All events are immediately guided to an account for invoicing, reporting and interfacing applications.

Billing – creation of invoices, reports and statements for retail, wholesale, government or other commercial uses, based on event charges, periodic charges, discounts, taxation and one-off charges. All billing data is persisted within MetraNet, and is available to any interfacing application.

Settlement – management and calculation of compensation between multiple parties such as commission payments and revenue shares, based on B2B, B2C or any other model. Supported settlement models range from simplistic arrangements between two parties to complex multi-party models.

Customer Care – web-based application which allows Customer Service Representatives, customers and partners to activate and manage accounts throughout their lifecycle.

In addition to these core functions, MetraNet provides an end-to-end functional scope including a product catalog, payment processing, virtual inventory, partner care, pricing and a range of interfaces. These functions are supplied as a set of modular, componentized applications and engines:

- MetraConfig: Business model configuration for Business Analysts and IT
- MetraOffer: Product and service offerings and business rules for Product and Marketing Managers
- MetraView: Interactive reporting, EBPP and self care for customers and partners
- MetraCare: Customer care and account management for Customer Care Representatives
- MetraControl: Operations, control and billing management for Billing Operations and IT
- MetraPay: secure electronic payment engine for interfacing to payment gateways
- MetraPartner: Partner management and revenue sharing engine for settlement models
- MetraBill: Business flow driven billing engine
- MetraConnect: Secure multiplatform integration toolkit for system integrators and IT

Business Benefits

Enables new revenue streams

- MetraNet can be utilized as a stand-alone replacement system, or as an adjunct system, charging and billing for new services when it is either too expensive to modify the incumbent system, or the changes required for that system will take too long.

Win in highly competitive and rapidly changing markets where segmentation and differentiation is key

- MetraNet is suited to environments that are experiencing rapid change, resulting in the need for divergent or complex business models. It allows rapid adaptation to ever-changing functional demands and business environments without lengthy and costly development cycles.
- Enable micro-segmentation of a market, and actively mine each segment independently without compromise.



Win high-margin B2B customers

- Easily configure complex contracts on a one-to-one basis.
- Create sticky relationships through the ability to model and support large multinationals.
- Incorporate financial terms that enable negotiation beyond “price” (e.g., tailored SLA’s and associated penalties).

Agility in support of emerging markets and new technologies

- Design, test and rollout new products and services in a matter of hours.
- Implement change in business processes to support the new business models manifested by new technologies.
- Rapidly evolve these business models to suit new and unexpected market reactions and competitive threats.

Gain operational excellence

- Efficiently automate manual processes
- Eliminate pre- and post-processing processes and systems
- Meet compliance and auditing requirements (e.g., Sarbanes-Oxley, taxation, PCI, etc.)

No more “no” - fulfill the needs of the marketing organization and strategic imperatives

- Facilitate collaboration between departments, customers and partners by extending existing functionality within the current solution footprint.
- No longer wait for lengthy product development cycles – allow business analysts to openly define processes and functions without delay.

Customers

Wireline	Wireless	Media & Entertainment
ACT Conferencing	Blyk	Dish Network
Bell Canada	Integrated Telecom	Echostar
British Telecom	ROK Mobile	Starz
ACN	Swisscom Eurospot	
Hellas Online	Swisscom Mobile	Transportation
Meeting Zone		City of Chicago
Premiere Global Services	Software as a Service	
Swisscom FixNet	Cisco	
Telus	Microsoft	
Verizon Business		
Who’s Calling		

Performance and Scalability

MetraNet recently benchmarked processing up to 60 Million CDRs per hour in a typical GSM residential scenario with Hewlett-Packard at their European Performance Center (in Boeblingen, Germany). The benchmark tested the MetraNet product on commodity hardware with a single rx8460 database server (16 x Itanium II, 1.6 GHz, 9 Mb cache, 16 Core) and 9 parallel HP DL 380 servers (2 Xeon Dual Processor, 2.8 GHz, 4 Core) running applications servers.

In addition to these traditional metrics, MetraNet supports unprecedented scalability in the domain of complexity. For example, one customer has over 30 million rates, 300 services, multi-point transactions, over 60 rating parameters for one service and included absorbing 5 acquisitions during implementation.

MetraNet can be implemented within a commodity-hardware and software environment using Intel-based machines and deployed within an Microsoft SQL Server or Oracle Database environment.



Integration Options

MetraNet is designed to be integrated within an existing infrastructure environment using XML. MetraNet is provided with fully published APIs. In addition, our ability to dynamically model a business process radically reduces integration complexity by eliminating the need to build a translation layer to map the customer's data and process models. This is accomplished by automatically publishing the data model and associated standards-based APIs.

MetraNet also allows individual product modules or any of their associated components to be used or substituted for specific business application needs, without the entire system being deployed.

Delivery Support and Maintenance

Our preferred method of delivery and implementation of MetraNet is through our approved system integrator partners. MetraTech has a professional services arm that can be sub-contracted to implement MetraNet or provide consultancy on an as-needed basis. Customers can also use their own IT department to perform installation and upgrades.

MetraTech can provide 1st through 4th line support and maintenance on a 7/24/365 basis. This can also be provided by our system integration partners.

MetraTech's software development methodology includes rigorous testing procedures designed to maximize software code quality. Maintenance releases are issued on an ongoing basis and are fully supported.

Training

MetraTech provides a full range of classroom training at our training center in Boston, USA. We offer courses for technical implementation and end-user training. Courses are given at a customer's and integrator's site when required.

Our approach to Product Management

MetraNet is a componentized product supported within a structured product methodology. The roadmap is managed by a cross-functional Product Committee. Only one version of MetraNet is released at any one time, and all customers share the same core product that stems from the same code lineage. We do not create custom versions of MetraNet, and this enables us to provide a common upgrade path from one release to the next.

New releases of the product protect existing investment in business logic by allowing backward compatibility. All software designed to enable release upgrades is provided by MetraTech as part of the standard maintenance contracts.

MetraTech has a policy of one major release per year in addition to maintenance versions.

About MetraTech

Founded in 1998 and headquartered in Boston, MetraTech has offices in the USA, UK, Germany, France and Singapore. MetraTech is a venture-backed, privately held company whose investors include Accel Partners, Vesbridge Partners (formerly St. Paul Venture Capital), Meritech Capital, Bessemer Venture Partners and Lucent Venture Partners. For more information, please visit www.metratech.com