

# DSM Consulting Services



## *Focused consulting for the telecom industry*

DSM consulting offers a new approach to providing service to the telecommunications industry: **focus**. We focus intensively on a clearly defined set of management and technology challenges facing the telecom operator, and offer services and solutions in those areas. The areas we specialize in are:

- Implementation of billing and CRM systems for cellular, satellite TV, and internet service providers.
- Implementation of prepaid systems and management of prepaid services
- Development and implementation of ancillary systems to mainstream billing and CRM systems.

General IT consultants can never attain the depth of understanding and expertise already existing in the telco's IT department. We believe that, by focusing on specific issues surrounding telecom IT operations, we can offer genuine added value in experience and product offerings that complements internal IT expertise.

## **We understand your business**

Combined experience of more than 50 years in telephony billing make the DSM team one of the leading groups of experts in this area. We have worked on billing projects on four continents, and have worked with all the leading billing vendors, including

- Amdocs
- Convergys
- AMS
- Sema Group
- NSA

Our team has worked with tier one operators like Mannesmann, Southwestern Bell, and many others; we have worked with all the cellular operators in Israel; we have worked with numerous Internet Service Providers and Application Service Providers to deal with their unique billing issues.

## **We understand your technology**

We have put together a unique team with expertise in all the key areas of business and technology that you require. Beyond the standard skills of Object oriented design and programming, Oracle, C++, PowerBuilder, and other base technologies, we have experts in specific technical areas critical to telecom operations:

- Message processing
- Intelligent Network services
- GSM
- Rule-based rating and message processing systems.

Knowing a technology is not enough: we know how to put technologies to work for you.

## **Billing system implementation**

We have experience in every phase of billing system implementation projects, from the initial creation of a requirements document and business plan, through the acquisition and development process, and into the complex challenge of cutover to production.

Understanding the process of billing system implementation comes only with experience. It requires a rich combination of technical, business and organizational skills. It requires a team that can say, "Been there, done that." DSM offers that level of experience.

We understand the delicate interactions between customer service, finance, marketing, IT and engineering; we know how to identify requirements and create satisfied partners in these

areas. We understand the dynamics of vendor-client relations in big billing projects, and know how to get the most from your billing vendor – in budget and on schedule.

## Prepaid systems and services

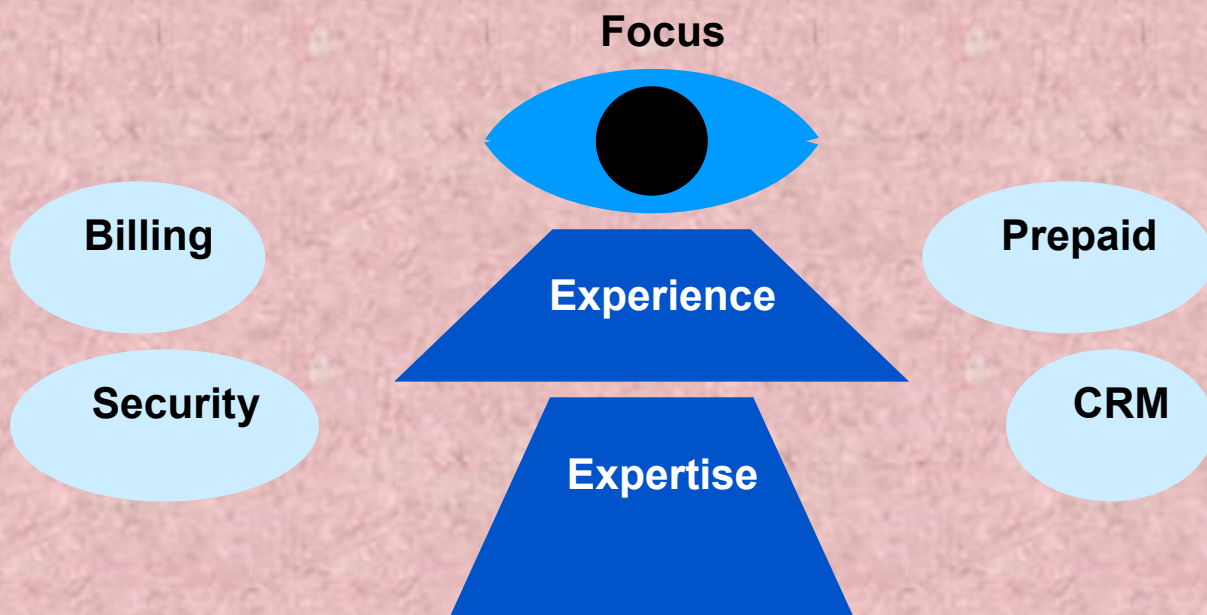
This is our special area of expertise. With a record of numerous projects dealing with prepaid, we have an in-depth understanding of the processes and technology in this field. We can quickly analyze and resolve issues of workflow, cost centers, profitability, and marketing. We can offer software solutions that can immediately cut costs and increase efficiency:

- Virtual Prepaid Card, a system that replaces costly hard-copy scratch cards with a network of point-of-sale terminals. This system increases security and reduces cost of prepaid distribution.
- Prepaid message processor and application platform: enables the operator to perform many mainline billing functions on prepaid. Analyze prepaid calling behavior, generate call details for customer service, enable price plans and promotions on prepaid cards, and more.

Use our services and products to expand and enhance your existing prepaid business.

## Excellence and experience

DSM Consulting combines the advantages of excellence, focus and experience. By concentrating on the telecom billing and prepaid fields, we can offer you an added value that other consultants cannot. Our record of satisfied customers is our best recommendation.



DSM Consulting Services, Ltd.  
24 HaSharon Street  
Raanana 43352  
Israel

+972-(0)9-7741855  
+972-(0)9-7747562 (fax)  
info@dsmcs.com  
www.dsmcs.com