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# PRA Management System

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**The downward pressure on both wholesale and retail roaming tariffs has compounded the task of concluding profitable IOT discounts and maintaining market share. Faced with an array of discount models and commitment targets, Roaming Managers who rely solely on spreadsheets and manual estimates are at a distinct disadvantage. Delays with discount calculations and financial settlement are a common consequence.**

## **PRA Management System**

EDCH's PRA Management System is a predictive analytics application which allows Roaming Managers to simulate possible IOT discounts using their historical TAP data. Numerous variables can be tweaked and resimulated until a discount which is both profitable and achievable, is discovered. Once an IOT discount has been agreed upon with a roaming partner, it can then be monitored easily using the provisioning reports, and by defining targets and other KPIs.

The available variables include:

- Price (for data, voice, and SMS MO)
- Charging unit
- Call destination

Zones can be defined to group either operators by region, or call volumes by call destination.

Simulations of IOT discounts with multiple operators (as a group), are also possible.

The following discount models are supported:

- The flat model, eg 20% off the total cost of voice traffic
- The slab model, eg 10% off the first 1,000 minutes, 15% off the second 1,000 minutes, etc.
- The balanced/imbalanced model
- Commitment to a revenue or volume target (Send or Pay).

Zoning can be applied to voice traffic in all of the above models.

Once the parameters are defined, a simulation is typically completed within a few seconds. The results of multiple simulations remain available on the screen for convenient comparison.

## Modules

The PRA Management System is comprised of these 3 modules:

- Roaming Partner Assessment, which supports the analysis of potential preferred networks;
- Budgeting, containing reports to track each discount agreement's performance;
- Monitoring, allowing commitment targets and other KPIs to be set.

## Implementation

EDCH's PRA Management System is available to any GSM mobile network operator. A minimum of 3 days are required for implementation. To avail this service, operators should **contact EDCH Marketing** to make arrangements for implementation.

## Support

EDCH has a support team of dedicated and highly qualified professionals that is ready to assist you with any inquiries regarding the PRA Management System.

## Related Services

PRA Settlement - EDCH can assist operators with leveraging PRAs in the following ways:

- Validating a proposed agreement in terms of settlement dates and provide general guidance on the agreement.

- Providing the necessary monthly traffic reports and calculating the discount as per the PRA.
- Issuing credit/debit notes as necessary and including them in the settlement cycle.
- Retaining TAP data for one or more years.

## Conclusion

EDCH's PRA Management System simplifies the minefield of IOT discount models and pricing variables, empowering roaming executives to grow their roaming footprint with discount schemes which are both realistic and profitable.

## Contact Us

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