

HighNet is first in Scotland with WLR3, thanks to Union Street

Established in 1994 to provide low cost calling solutions across the Highlands of Scotland, HighNet is now a leading corporate communications provider (CP) marketing its network services through a reseller partner channel. Until 2001 HighNet used the billing services of one of its carrier network providers, but when that relationship ended, HighNet looked for its own billing solution.



“We spent a year looking at several alternatives for network billing because it was an important step and it was essential we get it right”, says David J Siegel, a Director of the company. “Only one prospective supplier actually came to Inverness to present and that was for aBILLity. It was the best option for us and we have used aBILLity very successfully ever since.”

Union Street’s aBILLity billing platform has been developed after many years of research into the telecommunications billing arena. It enables the telephony reseller to maximise the customer’s potential by allowing them to utilise multiple carriers and bill for all types of call traffic, Voice, Data and Mobile. The aBILLity system has the flexibility to produce custom bills, enabling the user to create innovative packages and price plans. Numerous features and billing techniques within the product increase margin and add to the bottom line, without necessarily increasing published tariffs.

“We ran aBILLity for three months with trial data before we went live with customer data to prove the system”, David explains. “It has worked really well for us over the eight years.” Recently the company became an early adopter

of WLR3. “It was a ‘no brainer’ for us, because it allows us to manage all Openreach provisioning and faults directly without interacting with BT. We have never been afraid of new technology and the benefits of WLR3 in terms of direct control are overwhelming.”

To interface with the Openreach Equivalence Management Platform (EMP), HighNet implemented Union Street’s WLR3 Portal Solution, which provides full integration with the aBILLity billing platform. This gives significant business benefits in terms of reduced data entry, faster order processing, extra validation and reduced errors.

“The aBILLity integrated WLR3 Solution has provided us with a ‘turn key’ mechanism for interfacing with the Openreach EMP. This means we have been able to quickly benefit from the commercial advantages provided by equivalence of access to services such as line provisioning, information requests and Dialogue Services. With one entry point for all provisioning and billing requirements, The Union Street WLR3 interface with the aBILLity billing platform provides us with a fully integrated and trouble-free billing and WLR3 solution”, David confirms.

Case Study

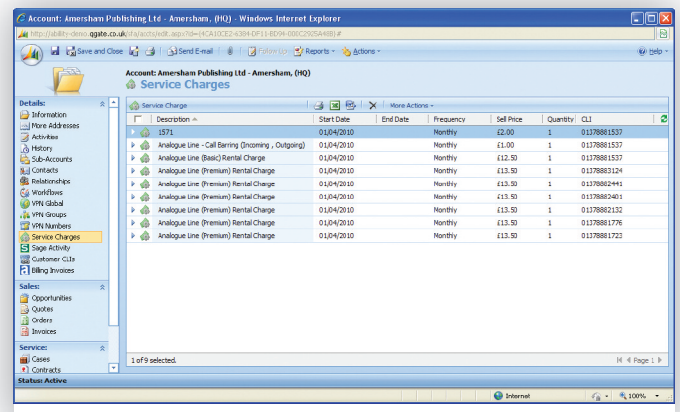
As Union Street's WLR3 uses the same user interface and database as the billing platform, there is a single entry point for all provisioning and billing requirements significantly reducing the volume of data entry and reducing errors across the whole process. Because the WLR3 process starts within the billing platform, Union Street has been able to synchronise the provision of new services with the addition of the service charges to the client accounts.

Union Street's WLR3 Portal solution automatically adds the appropriate charges at the point of provisioning and it uses the WLR3 messages to trigger the automatic update of the charging start dates. This results in time saving and a reduction in errors, mis-billing and lost revenue. Union Street have added additional validation so that is almost impossible to place an invalid order.

"WLR3 was a step change and there was a lot of new terminology and procedure, so it was a steep learning curve, but the benefits have been enormous. We can now pre-qualify orders, transfer and provision lines, and directly book, cancel and rebook appointments with BT engineers. In emergency situations we can stop lines in 40 minutes. It has also eliminated all the human errors that used to creep into the old system, saving us many man-hours as a result."

In fact, HighNet was the first communications provider in Scotland to complete the establishment process, and second overall in the UK. "WLR3 is inevitable for all CPs. By being first we have raised the bar in terms of service delivery and can provide a much more streamlined and faster order process."

In addition HighNet has recently implemented the integration between aBILLity and the Microsoft Dynamics CRM package used by the company. Integration with aBILLity provides promotion of a CRM record to create an account within aBILLity and synchronisation of data back to Microsoft Dynamics CRM. "The integration eliminates the problem of errors creeping into our system through duplicate data entry or of separate databases becoming out of synch. The result is more accurate data requiring less work to maintain. It allows our staff to view important billing data and tariff information within the CRM application, without full access to the billing platform", David concludes.



Description	Start Date	End Date	Frequency	Sell Price	Quantity	CL1
1571	01/04/2010		Monthly	£2.00	1	0178881537
Analogue Line - Call Barring (Incoming, Outgoing)	01/04/2010		Monthly	£1.00	1	0178881537
Analogue Line (Basic) Rental Charge	01/04/2010		Monthly	£12.50	1	0178881537
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178882124
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178882441
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178882401
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178882132
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178881776
Analogue Line (Premium) Rental Charge	01/04/2010		Monthly	£13.50	1	0178881723

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