RecVue Data Mediation Layer

Better billing through accurate and telltale data

Consumption-based billing comes in many forms.

Your customers may pay by the gigabyte, by the minute, the gallon or, frankly, any logical form of measurement available.

Intelligent corporations today employ a technology known as data mediation to ensure the billing based on this wide spectrum of usage data formats is not only accurate, but applicable for additional insights.

Configurable capability to provide your customers more pricing options and predictive revenue from any input source

What is data mediation?

Usage data collected from different sources and in different formats need to be correctly converted, reviewed and imported for billing purposes. That is the function of a data mediation layer. Your company's onslaught of usage data must be converted to pricing in order for you to provide your customers with a straightforward invoice and calculate revenue correctly.

Consider the contract with your carrier for your mobile phone usage. This contract has three components: (1) a one-time activation fee, (2) a monthly subscription fee and (3) a data plan. While the first two are known, the third component - the data plan - may be based on your usage and agreed-upon rate. That usage information has to be ingested into your carrier's billing system each month to determine that charge. Data mediation allows data to be ingested from different sources - from a mobile phone, ingested into your provider's database or, if necessary, data can be pulled from a different database or file.

Powerful One-Two Punch

A company able to combine mediation and billing is capable of providing its customers with more pricing and packaging options. Other benefits of built-in mediation capabilities include:

- Automated collection and conversion of usage data in order to automate the rating and pricing process

- More easily predictive avenues of revenue generation

- Equips users with a clear picture to review and validate incoming data

- A bottom line based on accurate readings of your firm's most essential data set

Increasingly popular usage billing needs have upped the ante for traditional, unequipped CRMs and ERPs to do one of the following:

1. *Adapt through customization*

2. *Seek out separate solutions to handle data mediation*

A layered platform for usability and control

RecVue's built-in Data Mediation Layer (DML) resides on top of our usage platform for user-friendly usage data import and additional control for the user before data goes into the core repository and is consumed by the billing engine.

The true beauty is in our ability to connect to and read data from anything in terms of a source. For the mobile phone example, RecVue's DML gives the user complete flexibility and control for specific data requirements.
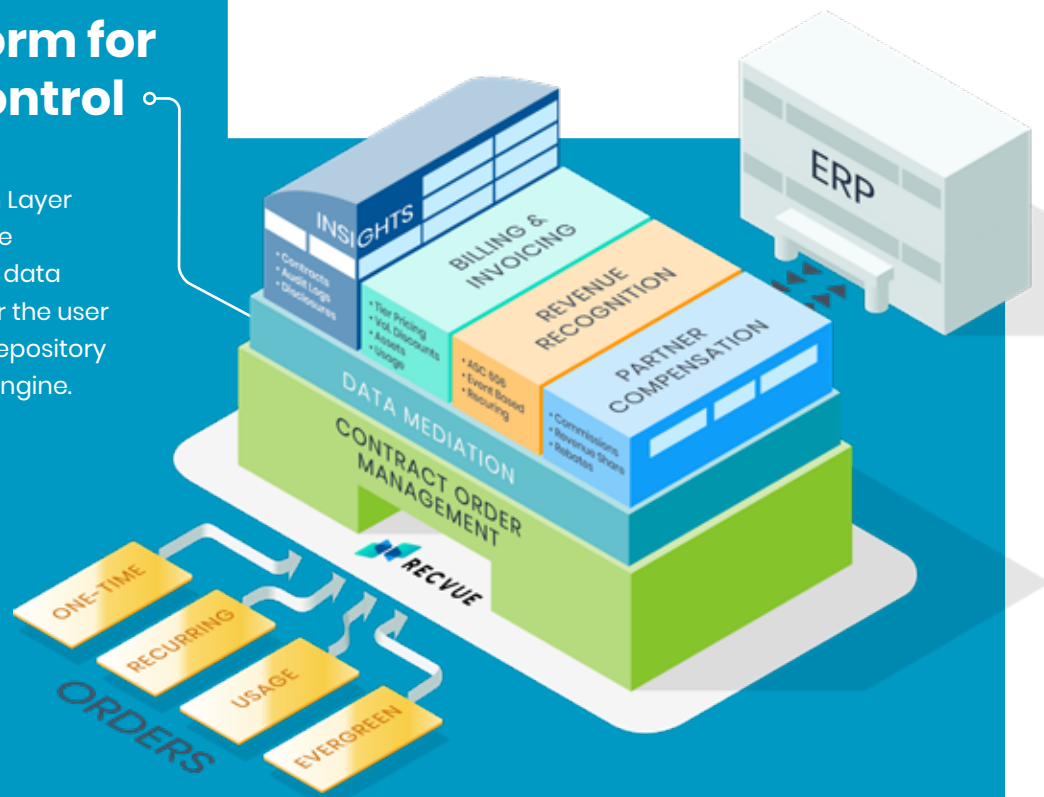
Many steps, a multitude of options

Our mediation layer has many steps in its use of measured or usage data, for highly scalable needs and high volume transactions. Typically those steps include collection, normalization, data quality, aggregation, identity, logic and rating.

The functionality was designed with flexibility in mind.

Consider the following features:

- **Data collection from any source** including SQL database, JSON format, CSV file, SFTP location and REST APIs

- **Complete user control** through configurable business rules

- **Maximum end-to-end visibility** as data is transformed into the proper format

- **Rollback:** Ability to undo, correct and re-import usage data into core RecVue tables, when necessary. Only available when the usage batch has yet to be billed

- **Adjustment:** Ability to credit/debit a difference due to a necessary correction, in instances when usage data has been imported and billed (and, as noted above, the rollback feature is no longer available)

- **Purge:** Ability to delete data from the DML staging tables. Benefits include the removal of unwanted data from the staging area and control of unwanted record volume

- **Exception management:** Ability through UI to view any exception, or failed, records from an import. In addition, a user can receive alerts/ notifications of any such exceptions

When it comes to ingesting usage data, RecVue was built with two key considerations in mind:

- *The ability to process high volumes of data, or large data sets, at enterprise speeds*

- *The ability to process complexity in terms of scale*

It's all about handling big volumes at scale. Given these size considerations, users who choose not to review and validate data within the mediation layer may apply the provided option to run the end-to-end process seamlessly without user intervention. RecVue's DML addresses control through configuration. This capability offers our customers better visibility to import data and exceptions through UIs. Using an intermediate staging process, data mediation is accomplished before RecVue tables are touched.

By offering what many cannot, RecVue prepares for better billing options by directly providing customers with choices in conversion, confidence in data and control in its use.

Customer Proof Point

Technology solution provider, **World Wide Technology (WWT)**, faced customer invoicing delays of up to four months+ due to an old-guard combination of manually collected usage data, multiple validation layers and hand-reviewed contracts.

The benefits of RecVue's DML as part of its applied monetization platform for WWT included the following:

- **Capability to read usage data from multiple input sources**

- **Support for multiple source file-formats including CISCO, CAAS, Cloud Broker, etc.**

- **Ability to monitor data flow and manage exceptions**

- **Option to approve or reject data using the provided control screen**

- **Ability to manipulate data to add more values before being consumed by RecVue**

By being able to mediate usage data, along with automating contracts and deploying agile billing through RecVue, WWT reduced its time-to-invoice by 94%, from more than 120 days down to 1-3 days.

To learn more about RecVue's Data Mediation Layer (DML), visit recvue.com or call 1-844-984-0300