Viaero Wireless Improves Growth & Service Delivery With IDI's Comprehensive Solution

Viaero Wireless has been a provider of superior quality rural wireless service in the Midwest for more than 25 years. Over the years, Viaero has experienced substantial growth in the marketplace, and at the core of their business is their commitment to providing reliable end-to-end coverage and affordable, anytime access to wireless service.

Regional Communications Service Providers (CSPs) are often able to carve out their own niche in markets typically dominated by major carriers. That's only possible through high-quality service delivery and an unwavering commitment to the customer experience.

Legacy infrastructure and platforms may be sufficient to meet CSP needs at a local level, but they may also impede opportunities to grow the business. Scaling up core capabilities to expand into new markets and keep up with customer demand isn't always easy — or even possible — with outdated technology. This was precisely the situation that Viaero Wireless found itself in when it approached IDI Billing Solutions for assistance.

✓ The Challenge:

System Limitations Stand In The Way Of Expansion

The Management team at Viaero recognized they couldn't sustain their growth rate and continue providing a high level of service on their current platforms which had become inefficient and unreliable. It was time to consolidate operations on a proven Billing and OSS system.

The team had many objectives for a new system. They knew they needed to be able to rapidly launch new products, services, promotional offers and discounts. They hoped to reduce overall costs, but more importantly, it was essential for the system

to reduce errors and unpredictability in the billing process and more accurately rate and collect overages during the month.

The company required a solution capable of providing financial and operating analytics to more effectively support decision making. Their retail stores needed a system to expedite the sales process and minimize customer wait times. Last but not least, they wanted an easy-to-use and reliable application to provide stability for both their front office and back office operations.

✓ The Solution:

Finding The Right Billing Partner For The Job

Viaero examined a wide range of vendors, including some of the world's largest billing providers. Any solution partner Viaero would engage not only had to deliver the integrated capabilities the company needed but also had to support their desire to provide high-quality care and product innovation. In addition, Viaero wanted to integrate a new third-party prepaid vendor to support its current prepaid subscribers and plans.

Based on factors including size, reputation and expertise in the mobile sector, Viaero decided that IDI Billing Solutions was the right fit.

Viaero found a long-term strategic partner with IDI. **They recognized that IDI's open architecture, defined integration and platform development strategy could support their future growth.** Taking advantage of the system openness and flexible design, Viaero would be able to utilize the integrated system to initiate provisioning actions and other sales and billing activity via IDI's Point of Sale when an order or action is created.

✓ The Implementation:

Teamwork Delivers Positive Changes

A typical B/OSS implementation, given the volume of requirements, development, testing and integration involved, requires at least 12 months to accomplish — and that's considered fast. "This was part of the largest implementation our company has ever undertaken," said John Smith, Vice President of Supply Chain and Billing. "In addition to implementing a new solution, we were also making significant changes to our hardware and network that our customers could not see but would also benefit from."

"We have great synergy with the IDI employees and were able to stay on track with tight schedules to meet our deliverables at each phase. Their Billing and Support teams were terrific and the Tax team was a huge asset in helping us."

- John Smith, VP of Supply Chain and Billing

What made this ideal sense of teamwork possible was a mutual respect for each other, from the line level support staff to VP and C-Level executives.

The Results:

Realizing The Benefits Of A Comprehensive Billing Solution

Viaero garnered many benefits by partnering with IDI. They are now able to manage all of their ordering, provisioning and billing in the same system through a completely integrated and automated process. **The SaaS delivery method helps ensure that they receive the benefits of new feature development, reduced costs and speed-to-market.**

The company quickly adopted many of the system's capabilities including adding business rules that allow management to audit financial performance and sales commissions. IDI's B/OSS provided new detailed reporting and auditing capabilities that improved financial, operational and inventory controls. Viaero now finds it easier to measure customer behavior and has improved visibility into overall performance. Smith noted, "we are now able to reconcile all the way down to the receipt level."

Viaero also experienced significant efficiency gains using the Product Catalog. Setup and configuration provide a faster, easier and more accurate framework for assigning accessories and handsets.

"Guided Assignment has provided more flexibility in the products we can now offer our customers," said Smith.

Installment Plans are now faster and easier — making the sales process shorter and providing a better overall customer experience.

Viaero was able to streamline order processes, reduce errors and make day-to-day tasks easier for the Retail Sales Associates (RSA's). They were also able to eliminate many manual processes, saving both time and money. Viaero has even automated their collection process, utilizing the integrated capabilities of IDI's platform.

Taking advantage of the latest computing and hosting technologies, IDI offers Viaero high availability, scalability and performance.

"We've seen a dramatic improvement in system uptime since implementing IDI's B/OSS. Activation time within our stores has been reduced by 25%, and our overall sales process is much more efficient than it was with our previous system," said Smith.

The open architecture also provides Viaero the ability to integrate additional systems and business processes going forward:

- IDI's platform has built in technology-neutral Web services. The Web services are easy to use and provide lightweight, stateless transactions that are WSDL based and allow for programming in numerous languages including Windows/.NET and Unix/Java.
- Viaero was also able to leverage IDI and partner Core Logic's parcel-level geocoding engine, which provides precise address standardization for more accurate tax compliance and classes.
- IDI provides a single platform for Viaero to manage all ordering, provisioning and billing activity, making each of those processes easier to conduct. Automated tasks further streamline workflows, accelerating the speed of business while minimizing errors and freeing up personnel to tackle other strategic jobs.

✓ IDI: The Premier Provider Of Billing, Automation And Workflow Solutions

IDI and Viaero exemplify what it means for a service provider and its key supplier to work as business partners. There is no better evidence for this than Viaero's continuing growth and success as a leading rural mobile carrier. The management team is counting on IDI to keep Viaero's core operations running smoothly while they focus on growing their business, caring for customers and bringing new innovative services to market.

"IDI's commitment and hard work was crucial in making the implementation a success. IDI's solution has exceeded our customer's expectations, ensuring the best possible outcome for everyone."

- John Smith, VP of Supply Chain and Billing

✓ Ready To Build A Better Experience? Talk To IDI Today.

Through innovative technology, people, partners, and systems, IDI is committed to providing a highly secure, world-class, cloud-based B/OSS platform that delivers the freedom and flexibility to streamline operational efficiency, monetize services, automate operations, and seamlessly scale as your business demands. To learn more, call **800.208.6151** or contact us **here**.