

## Overview

In this age of falling ARPU, increasing churn rates and ever increasing operational costs for the operators is driving the need for creating the focus on the value added services to create the stickiness to reduce the customer churn as well as increase the ARPU by offering entertainment, information and other need centric services. With a plethora of such value added services, the challenge is now to get the right services to the interested subscribers. MIS reports help the operators do the service and subscriber segmentation to increase the uptake and thus the revenue.

Netxcell MIS and reporting platform is an integral part-of the Netxcell VAS delivery platform that works on a powerful ETL (extraction, transport and load) engine that can take input from various diverse ways like processing logs with direct connectivity, or passively bringing logs from various nodes using ftp, after the transformation in to a common format, the logs get loaded into the database that feed into a web based MIS report creation by easy customization of available information.

## Features

- Ability to integrate with diverse third party nodes
- All the information available in application logs presented to create highly customizable reports from a web interface
- Ability to schedule retrieval of data and generation of reports periodically
- Ability to configure delivery of the reports through various delivery channels like web, Email, SMS etc.
- Ability to generate reports in various formats like csv, xml etc
- Highly scalable architecture to cater to large volume of data.