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Case Study ... Service Reports for InterAcct Solutions

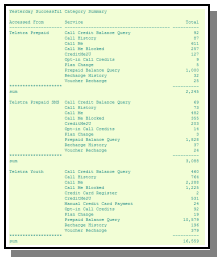
The Customer

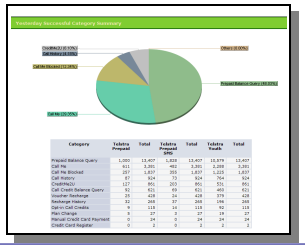
InterAcct are the global leaders in USSD[1] development and deployment. Emerging competitors do not have the breadth of experience or the tools and products to allow a network to achieve full potential in the exciting USSD area.

InterAcct offers more than a standard SS7 gateway and basic menu browsing capability ensuring you achieve full potential in terms of revenues realization, innovative service offerings and customer satisfaction.

The InterAcct USSD solution is proven, scalable and robust. Deployment involves only customisation of modular components so speed to market is ensured.

The Contribution





InterAcct Solutions needed a quick and cost-effective way to provide graphical reports of their service performance to their customers. Their current system was providing this through the use of Oracle database queries to generate plain text reports which were emailed to the customers.

To leverage the investment InterAcct Solutions had already made in database queries and email automation, THINKronicity designed an XML data structure as an alternative output format for the existing Oracle queries. These datafiles were then used as input to graphical reports developed by THINKronicity using the freeware LGX Report Studio and Server from LogiXML Inc. A custom ASP.NET component was also built to allow transformation of the web reports into single MHTML messages for emailing. This format meant that the customers, who used Microsoft Outlook for reading their email, would see the graphical report in the preview pane.

THINKronicity also conducted a webinar-style training session for InterAcct Solutions technical staff, and provided appropriate technical documentation.

The Result

The project was delivered in the time-frame and budget expectations of InterAcct Solutions and the reports were very well received by their customers.

The graphical presentation allowed the performance of the InterAcct Solutions services to be easily assessed.

The Quote

"Working with Ian (and his team) was an extremely positive experience for both our product and technical teams. THINKronicity provided great insight and understanding of our requirements and were able to quickly translate these into a working prototype and extremely high quality final product. The end result has been extremely well received by our clients and because of the high visual quality of the reports our success circulated to senior staff so we now have excellent brand recognition within the executive ranks."

... Mr Chris Eyles, CEO,
InterAcct Solutions.

InterAcct solutions

The End

1 *USSD (Unstructured Supplementary Services Data) allows mobile phone carriers to roll out easy to use value added services to their customers. Users do not need to access any phone settings or menus to initiate USSD services - they can enter the USSD command directly into the mobile handset. Services are accessed via a three digit number e.g. #ezy# enabling a discrete marketing message with easy to remember alpha numeric keypad association. These access codes can be stored in the subscribers phone book or allocated to a speed dial to allow 'one-click' access. For example, Telstra uses InterAcct Solutions' EZYCare system to allow pre-paid customers to get an instant account balance, switch plans and recharge direct from the handset using a credit card.*