

services summary



aurora
kendrick
james

introduction



Aurora Kendrick James (AKJ) has been working with leading Fixed Line, Mobile and ICT service providers for over ten years. During this time we've gained a great deal of expert knowledge and experience from helping these market leaders to scale their businesses, differentiate their services, streamline processes, reduce costs and increase profitability – experience that we can apply to your business.

AKJ typically works with larger or rapidly growing resellers that are entering the next growth stage of their business as well as larger service providers that are expanding their services into new markets for which their existing systems cannot easily or quickly adapt to support them.

AKJ's specialist corporate division is dedicated to helping service providers to deliver bespoke technology, reporting and consulting solutions to large Corporate and Public Sector customers.

People and technology are at the heart of everything we do at AKJ. We are exceptionally proud of the long term relationships that we have built with our customers by continually evolving our service, support and technology to meet the diverse and changing needs of our customers as they have grown.

AKJ offers four main services designed for the telecom's industry and associated users.



telecoms & ICT billing

Integrated Billing, Customer Care and Provisioning Platform for Fixed, Mobile and ICT Service Providers



MVNO billing solutions

Integrated Billing, Customer Care and Provisioning Platform tailored to the specialist needs of Mobile Service Providers and MVNO's



corporate communications

Specialist Management Information Services and Technologies designed to meet the bespoke requirements of large Corporate and Public Sector customers who demand greater control of their telecoms billing, inventory and usage



consultancy services

AKJ is a market leader in Audit, Telecom Expense Management Consulting and Total Cost of Ownership Projects.



telecoms & ICT billing

AKJ typically works with larger or rapidly growing resellers that are entering the next growth stage of their business. Resellers at this stage often find that their existing processes and systems have become disjointed and are preventing the business from rapidly adapting to market changes and opportunities.

These inefficiencies often quickly lead to customer service issues, increasing headcount, billing problems and unnecessary time and resources being spent on fire fighting rather than growing the business. Altogether these issues hold back growth, impact on reputation and cause frustration amongst managers and staff.

Many businesses at this stage decide to sell their customer bases rather than tackle these underlying issues; however a number aspire to continue to grow their business and that's where AKJ can start to help.

Each of our customers has very different aspirations about where they want to take their business to; however there are a number of common challenges and concerns that our prospective customers face; which you may currently be discussing in your own business:

- How do we reduce the risk of failure or avoid making costly mistakes as our business enters the next phase of growth?
- How can we reduce or streamline the resources required to manage the various aspects of our business so we can remain competitive and not rapidly increase overheads?
- How can we improve processes to allow the business to quickly adapt to market changes or launch new products?
- How can we become recognised market leaders and differentiate ourselves from other service providers?
- Will our systems scale to meet the growth aspirations of the business?
- How can we reduce debtor days and improve cashflow?
- What sales models will work best for our business and how can we best support our sales channels?

Whilst AKJ does not have the largest number of customers in our marketplace, our customers include many of the top 100 resellers in the UK as well as a fair share of those that aspire to be there in the next few years. Whilst some of these customers have grown with us from their earliest days to become market leaders, many of our customers only came to us when they started asking the very questions listed above and nearly all of our customers remain with us for the long term.

AKJ's services are based on our market leading Affinity CRM Billing and Customer Care Platform which can be provided as an in-house solution for larger resellers with their own dedicated billing and IT resources, or as an outsourced Bureau Billing Service supported by AKJ's expert billing managers.

Affinity CRM Key Features & Benefits

- Unified billing, provisioning and customer care system tailored to your business.
- Improved staff productivity by integrating business operations.
- Reduced bill production and distribution costs with Web and E-billing services.
- Integrated provisioning reduces billing errors and improves order to bill time.
- Flexible architecture supports remote business users and new business models.





MVNO billing solutions

AKJ's Affinity platform offers a complete billing, provisioning and customer care solution for telecom service providers, ICT resellers and systems integrators. Affinity's integrated approach to combining all operations into a single system creates significant opportunities for our customers to cost effectively streamline processes, improve customer service, reduce operating costs, increase profits and scale their businesses.

Designed for rapidly growing or large telecom & IT service providers, resellers and systems integrators, Affinity supports a wide range of business functions:

- Billing & Tariff Management
- Customer Care
- Task, Ticket & Fault Management
- Order Provisioning
- Sales Ledger and Direct Debit Management
- Customer Web Billing
- Dealer and Sub Reseller Billing
- E-Mail Billing

Affinity supports traditional fixed and mobile network services as well as next generation IP, broadband, mobile data and converged communication services, enabling our customers to provide a true 'Onebill Service', no matter what services they offer or which wholesale network or application suppliers they use.

Affinity's architecture allows our customers to deploy the system over multiple sites and can support home workers and dealers, who can access the system over an IP connection to support customer management, provisioning and finance operations.

With full provisioning integration to major networks including BT Openreach WLR, Vodafone, O2 and T-Mobile; Affinity is an ideal platform for both fixed and mobile service providers. As AKJ develops and maintains Affinity in house, we can cost effectively tailor Affinity to your business processes.

Affinity Key Features & Benefits

- Unified billing, provisioning and customer care system tailored to your business.
- Improved staff productivity by integrating business operations.
- Reduced bill production and distribution costs with Web and E-billing services.
- Integrated provisioning reduces billing errors and improves order to bill time.
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corporate communications

AKJ's corporate reporting services are designed to provide large organisations with complete visibility and control of their telecoms usage, assets and costs. Managing a large telecoms estate has never been more complex. Internal users are demanding a greater number of telecoms and IT related services than ever before and supporting these growing requirements puts an ever increasing strain on telecoms and IT teams.

Having clear and accurate management information to help manage this complex inventory of services, devices, users and suppliers is therefore essential if organisations are to avoid significantly overspending on telecoms related services. This process is often referred to as Telecom Expense Management (TEM).

In recent years, large telecoms users have been increasingly turning to their suppliers and advisors to guide them on the best methods to help them manage and control telecommunications costs and usage. AKJ is a market leader in this area with over ten years experience in working with Service Providers, ICT resellers, Professional Services firms and large Corporate customers to address the challenges they face, experience that we can provide to your organisation to meet your TEM and reporting requirements.

Our Corporate Communications services support a wide range of telecoms management including:

Cost Centre Management & Billing

Invoice Processing and Tariff Validation

Abuse, Misuse & Fraud Reporting

Inventory Management

Managed Call Logging, Answer Performance & Call Management

Extension Level Billing & Reporting

Mobile Expense and Personal Usage Management



Corporate Services Key Features & Benefits

- Specialist team capable of meeting complex and bespoke customer requirements.
- Significant experience backed by user case studies.
- Experience in Fixed, Mobile, IP and Converged reporting requirements.
- Access to AKJ's Consulting Services team.
- White label option for delivery as part of a managed telecoms service.
- In house development enables rapid tailoring of services to customer requirements.



consultancy services

For over a decade AKJ has been a leading provider of Consultancy Services to many of the UK's market leading Service Providers, ICT resellers, Professional Services firms and Corporate customers. We are the UK's thought leaders on Telecom Expense Management (TEM) and specialise in helping large organisations to gain a clear understanding of their telecoms usage, costs and resources.

By providing organisations with visibility and understanding of their telecoms estates, we can advise on a wide range of areas designed to streamline processes, reduce operating costs and improve service; helping suppliers and their customers to gain the maximum return from their telecoms investments.

Our Consultancy Services include:

Telecoms Audits

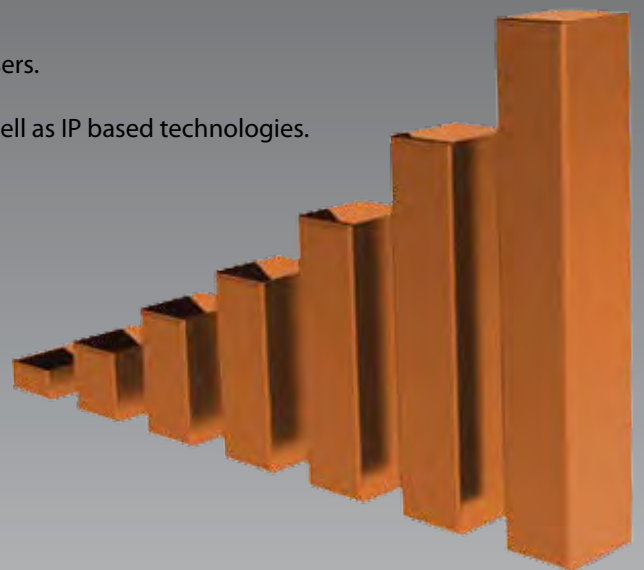
Billing Analysis & Tariff Optimisation

Telecom Expense Management Strategy

Procurement Projects

Consultancy Key Features & Benefits

- Experienced team accustomed to dealing with varied customer requirements.
- Thought leaders on best practice telecoms management techniques.
- Significant in house analytical and reporting capability.
- UK and European procurement experience.
- AKJ has worked with many of the UK's largest telecoms users.
- Expertise across traditional fixed and mobile services as well as IP based technologies.





"As one of the UK's fastest growing resellers, it is important that we have a billing system that can grow with us. AKJ not only provide this, but also keep us abreast of market developments with recommendations, ideas and business solutions to help us thrive and keep ahead of the competition."

Frontier Voice & Data Ltd

"Within 3 years McDonald's telecoms costs were reduced from £4.5 million to only £3 million with the help of AKJ."

McDonald's Restaurants Limited

"The solution is excellent and the support from the company has also been excellent. I cannot fault AKJ in any way. It is real value for money."

NHS Greater Glasgow & Clyde

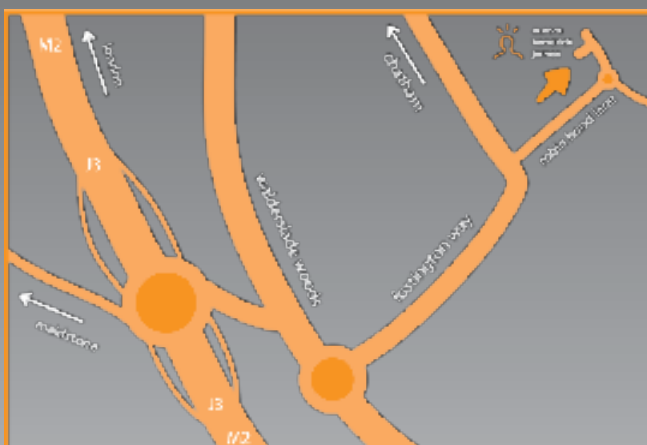
"The complete strategic solution that AKJ have provided has enabled us to reduce unnecessary spend and improve our staff's productivity."

Mencap

"We are very pleased to be associated with AKJ. Moving billing systems is perceived as a major upheaval for established CP's, however the transition was very well managed and as a result, moved across extremely well.

The functionality of the billing system enables easy navigation and is user friendly. The end user portal has also been very well received."

Eurolink Telecom



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