With new technologies making a positive impact on the overall eco-system, 2014 looks promising for the telecom industry. Connectivity and speed are the new mantra for consumers, pushing the companies to explore multiple ways to improve their service in the ecosystem. On the other hand, service providers are analyzing various ways of enabling specific cloud-based service to generate substantial growth in revenue and profit. When it comes to the backend, billing systems are playing a major hand in the telecom industry’s push towards these new services.

With these growing complexity of customers and products, communication service providers (CSPs) are challenged by the need to improve OSS/BSS solutions, which are vital for future success. These systems assist CSPs in providing an agile environment for new and innovative revenue-producing services. Providers look for solutions that are flexible and can translate the growing data traffic into higher revenue, while opening up assets allowing potential partners to deliver innovative services with the best possible customer experience. While there are plenty of solutions on the offer, winners will be those who understand the industry needs and choose the right deployment model.

In the last few months, our selection panel evaluated the capabilities of hundreds of vendors in this space that have skills to tackle the complex challenges. A distinguished panel of CEOs, CIOs, VCs, industry analysts and the editorial board of CIO Review selected the final 20 companies that are at the forefront of tackling today’s challenges in the telecom sector. These companies are chosen for their ability to spawn new advancement that has the power to re-ignite the telecom industry in the coming years.

We bring you 20 most promising OSS/BSS Solution Providers for Telecom Industry.

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**Company:** MetraTech

**Description:** A company that simplifies and enables global commerce innovation, while helping businesses to respond to an ever changing customer and partner relationship landscape

**Key Person:** Scott Swartz, Founder & CEO

**Website:** www.metratech.com
MetraTech
Providing Flexibility to Innovate without Compromise

In today’s competitive and fast-paced business environment, businesses must find new ways to differentiate offerings and generate new revenue streams. Traditional billing solutions leave companies with limited choices – conform their business model to what the billing system can deliver, wait for the vendor to implement a desired feature or attempt to build something into or around the system. These choices are not suited to today’s market and competitive environment. To compete, companies need to transform the way in which they price and sell including bundling products, services, and content from partners and find new distribution channels to reach customers. This creates new levels of complexity that challenges billing systems. Headquartered in Boston, MA, MetraTech, a global provider of Agreements-Based Billing, commerce and settlement solutions enables its customers to operate their business the way they want to; without any constraints imposed by the billing system. “We have been able to deliver power and flexibility to many of the world’s leading companies across communications and media, cloud, financial services, transportation, and other Business-to-Business (B2B) industries,” claims Swartz.

MetraTech addresses two key requirements for a modern billing solution—billing and partner settlement on the same platform. MetraTech’s platform is designed to enable any event—be it a cloud compute instance, aircraft landing, concession, financial service fee, utility, or content service—to be supported and then extended if needed via metadata configuration. MetraTech’s billing platforms are business model and industry agnostic and enable customers to constantly innovate their products and services.

MetraTech’s flagship product, MetraNet®, is a complete solution for charging, pricing, billing, settlement, and customer care available on-premise or as a managed service. While its Metanga application is a multi-tenant SaaS billing solution that facilitates subscription and consumption-based billing for online applications that require more than simplistic recurring billing.

MetraTech’s platforms are often deployed by customers and/or systems integrators using an empowerment model, which reduces the amount of professional services and in many cases, transforms the professional services engagement from ‘implementer’ to ‘product expert.’ The company differentiates itself with their metadata-driven architecture, which provides customers and partners with a flexible and configurable data model to conform billing to their unique business requirements. Metadata enables you to configure the data model, transaction processing, user interface through web services compliant Application Programming Interfaces (APIs).

The flexibility of their solutions has earned MetraTech clients across vertical industries including Accor Group, Arkadin, Bell, Concur, DTCC, GRU International Airport, GXS/OpenText, Intercall, PGi, TeliaSonera and TELUS. One of MetraTech’s recent success stories can be found from their work with TELMORE (part of TDC), one of the largest and most competitive Mobile Virtual Network Operators (MVNOs) in the Nordics. With MetraNet, TELMORE is able to quickly introduce new models and services, generate actionable insights based on customer care and billing data, be innovative in its approach to billing, rapidly develop new business operating models, and improve customer service. Its latest offering, TELMORE Play positions the company to compete with the over-the-top (OTT) players, like Netflix, by offering customers new content value-added services (VAS). TELMORE Play provides customers with access to 12 content providers including four premium video options: HBO Nordic, TV2 Play, CMore, and MinBio. TELMORE faced the challenge of implementing settlement to support the new partnerships. MetraNet enables TELMORE to control the whole lifecycle, billing and settlement, required to offer this competitive package.

Talking about the roadmap Swartz says, “We’re about to release version 8.0 of MetraNet, our enterprise software product that includes many of the usability features, reports and dashboards pioneered by Metanga, our SaaS offering.”