Corporate Arm of Carphone Warehouse, Opal Telecom Selects Martin Dawes Systems to Manage Converged Fixed/Mobile Offering for UK SME Market

Martin Dawes Systems (MDS), provider of customer management and billing solutions for telecom operators, has been selected as the strategic billing solution provider by the corporate arm of Carphone Warehouse, Opal Telecom.

([PRWEB](#)) May 21, 2003 -- The solution will support Carphone WarehouseÂ□s launch into the Business-Mobile market and will offer their enterprise clients the benefits of consolidated fixed and mobile billing and integrated customer service.

The dise solution had already been selected by Opal Telecom for billing and managing its fixed line customers prior to its acquisition by Carphone Warehouse in November last year. The decision to use MDSÂ□ solutions for the launch of Business-Mobile services was taken in March 2003 following a review of other options. The findings of this review confirmed OpalÂ□s initial conclusion, that MDS truly respected the differing requirements of corporate customers over the mass-market consumer customer and understood the complexities inherent in the convergence of fixed-mobile telephony.

Opal TelecomÂ□s chief executive officer, David Goldie, comments: Â□Opal already had a successful relationship with MDS and the dise solution has successfully managed our fixed line customers for a number of years. I can confidently say that dise and MDS has contributed very positively to the growth and success of Opal. Dise enabled us to offer superior service and support, without the crippling costs normally associated with billing and customer care.

Â□MDS were streets ahead in demonstrating their understanding of corporate customers complex billing requirements and dedicated and specialised customer care and support needs. I believe this stems back to the origins of MDS in the service provider arena.Â□

A unique element of the dise solution is its support for corporate hierarchies.
Dise multi-level hierarchies can be set-up to graphically replicate the customerÂ□s own organisation structure containing precise details of products, services, usage, spend and ordering status at all levels in the hierarchy. Bills, reports and authorisations can be applied at any and all levels within the hierarchy. The dise corporate solution has been designed to manage convergent services for an unlimited number of customers on one account with features such as cross product discounting, favourite number discounting, split billing, tiered pricing and call capping.

Mr Goldie: Â□We needed a value-based service offering for our customers that could manage both fixed and mobile service through one account, provide one bill and allow the customers to benefit from discount packages based on usage across both products sets.Â□

MDS chief technology officer, Tony Wilson, said: Â□The dise solution consolidates all chargeable events into one account and onto one bill. These charges can include recurring charges, usage charges, one-time charges, credits and adjustments. Unlike other solutions dise facilitates true convergence through its unique customer identifier that is based on the lowest common denominator, this allows multiple network services to appear on

one account, supporting cross product discounting and a single payment process.Â☐

Editors Notes:

About Martin Dawes Systems:
Martin Dawes Systems (MDS) is an independent software vendor offering leading edge software solutions to companies operating in the telecommunications and related industries.

Martin Dawes Systems flagship product dise covers all aspects of subscription-based management including Billing, CRM, Self-Care, Revenue Assurance, Order Management and Prospect Management. Its deployment provides significant efficiency gains for its clients both in terms of ease of use and cost efficiency. Operators using the dise solution include O2 UK, Orange France, Opal Telecom, ACN Europe BV and Project Telecom.

The policies and procedures implemented by Martin Dawes Systems in the design, development and delivery of the dise software have been ISO 9001 TICK IT certified. This represents a valuable independent endorsement of MDSÂ☐ commitment to continual improvement and advancement of industry leading customer management solutions.

For further information please visit www.MartinDawesSystems.com

About Opal Telecom:
Opal is one of the UK's largest telecoms network operators and is a wholly owned subsidiary of The Carphone Warehouse plc (a UK FTSE 250 company). With head quarters in Manchester and divisions in Warrington, London and the West Midlands, the company offers Voice services primarily to the Corporate and SME (small and medium sized enterprises) market in the UK.
Opal has over 2,000 customers and is the fastest growing public telephone operator (PTO) in the UK. OpalÂ☐s network handles over 1.5 billion telephone calls each year.
Through a multi-million pound investment in technology, Opal Telecom is a major player in the delivery of business focused telecom solutions that are at the forefront of the new communications era. For further information please visit http://www.opaltelecom.co.uk

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