



## Frequently Asked Questions Bramasol Customer Retention and Analytics Solution

**Q. What value does the Bramasol Customer Retention and Analytics Solution, powered by SAP HANA, deliver?**

A. [The Bramasol Customer Retention and Analytics Solution](#) provides a robust customer analytics platform and decision tool powered by SAP HANA and SAP BusinessObjects. It empowers organizations to understand and proactively manage customer attrition, commonly referred to as "churn". The insight is delivered via a comprehensive analytic environment that starts with the solid foundation of an extensive, customer-centric data model in the SAP HANA environment that is based on industry best practices. A series of SAP BusinessObjects dashboards focused on the key business functions deliver pre-built industry relevant key performance indicators (KPI's). The solution allows the user to easily profile customers that have left and to take that information to enable the formulation of pro-active marketing initiatives that will mitigate customer attrition in the future while optimizing spend to ensure effectiveness.

**Q. What type of business is the Bramasol Customer Retention and Analytics Solution targeted at?**

A. While the solution was initially developed for telecommunications organizations; it is a powerful [tool](#) for any business that employs a subscription or recurring revenue model such as internet-based subscription services, cable, membership clubs, utilities, SaaS solution vendors, and many more. It quickly can be adapted for these types of businesses.

**Q. What specific dashboards are included in the solution?**

A. The [solution](#) delivers SAP BusinessObjects dashboards for the functional areas of finance, operations, and customer care as well as dashboards focused on the subject areas of churn and customer analysis. The 5 dashboards deliver 15 pre-built industry standard KPIs, which can be tailored to meet your specific requirements.

**Q. Is the solution scalable?**

A. Yes. The solution is powered by the [SAP HANA](#) in-memory database, and SAP BusinessObjects, the gold standard in enterprise-class business intelligence platforms. Both solutions have proven scalability in some of the largest, most demanding ERP and analytic applications among Fortune 100 organizations.

**Q. Is the solution extensible?**

A. Yes. Extensibility is key to the value of the [solution](#). A comprehensive data model was constructed by industry experts with decades of experience in



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telecommunications, IT, finance, marketing, and analytics. Customers and customer segments can be analyzed by:

- Time Period
- Region
- Channel
- Product
- Tenure
- Revenue band
- Usage band
- Other perspectives

The data model supports analysis down to the Call Detail Record (CDR) or transaction level. With the power of SAP HANA, performing real-time analysis down to the transaction level is easily achieved.

### Q. What SAP products are delivered with the solution?

- A. The [Bramasol Customer Retention and Analytics Solution](#) is powered by the latest version of the following SAP products:
- SAP BusinessObjects
  - SAP BusinessObjects Dashboard
  - SAP HANA

### Q. Is SAP BusinessObjects and SAP BusinessObjects Dashboard required?

- A. The solutions is required to use the 5 pre-built dashboards provided with the [application](#). You can use other tools to access the underlying HANA schema to develop additional functionality which would not require these tools.

### Q. Are there options for the solution to be implemented on-premise or in the cloud?

- A. Yes. The solution has been architected from the ground up to be available with either deployment option.

### Q. What is the pricing for the product?

- A. Pricing is determined based on whether you select a cloud-based or an on-premise solution and also dependent on the number of users and the license cost of the various components required to run the application. Bramasol will team with you to help define the best [solution](#) for your business.



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### Q. How is the solution implemented?

- A. Bramasol Consulting Services can provide you with a "right-sized" implementation plan that considers your company's specific technical environment as well as internal skill-sets and resource availability. Because of the completeness of the [solution](#) out of the box, the implementation is more of a configuration exercise that maps your data sources to the data model, aligns the measures, dimensions, and metrics of your specific business rules to our pre-built content, as well as testing, and training. Because the solution is pre-architected, rapid deployment is achievable. Bramasol can supplement your resources as required.

### Q. What is the road map for the product?

- A. Having built a solid [foundation](#), future releases will focus on bringing new capabilities and delivering incremental value with the inclusion of complementary solutions such as SAP Predictive Analysis to allow our customers to perform Predictive Churn Modeling and Marketing Campaign Optimization. We will also continue to leverage the competitive advantage that is SAP HANA in providing further analytical capabilities in high-value areas like inter-carrier billing or other operational network-level analysis that can provide breakthrough insight into the cost side of the customer value equation.

*For further information on how Bramasol can help your business leverage this revolutionary platform, refer to our [website](#) or contact us directly.*