

Surizon Technologies

Maximize Revenue and Utilization in Your Network with **Surizon SupremeROI**

Turbo-Charge Your Bottom Line

The Revenue Challenge

ARPU is declining and subscriber growth is on a plateau, yet shareholders rightfully demand growth. Where will the growth come from?

Traditionally, network operators have looked for evasive “killer applications” to make their network more attractive, creating growth through increase in network usage and market share. But what other ways are there to increase revenue in a stagnant market?

To find solutions we need to look at other industries, which have a similar structure and challenge. In the airline and hotel industry, as in mobile telecommunications, huge investments are poured into assets that are intended to generate revenue. Both industries have struggled with stagnating or slow market growth for longer than the mobile telecommunications industry.

The Revenue Fountain

Yield Management is successfully used in the airline and hotel industry to maximize revenue.

Yield Management is about harnessing the dynamics of network utilization, price, time, location, customer preferences and other factors in relation to one another. Then dynamically adjusting the price and the offering frequently to maximize both revenue and network utilization.

Successful implementation of Yield Management results in higher revenue on a lower investment base, thus dramatically improving ROI.

Yield Management in Your Network

The process of yield management in your network requires the integration of the parameters

Price – Cost – Time – Location – Customer Profile – Other factors

into the most effective package to maximize both revenue and network utilization. By doing that, more revenue can be extracted from any given network infrastructure. It requires the understanding of customer profiles and behavior as a function of time, place, price and other factors.

Take Charge of Your Revenue

Contact Surizon Technologies Ltd today to find out how you will take your revenue to a whole new level. Contact **Erich Paulini** at **+65 9739 1690** or **epaulini@surizontech.com**.