

# i3forum Insights

Powered by TeleGeography



## THE CHALLENGE

**You can't  
optimise your  
business without  
accurate and  
high-quality data.**

Without an efficient solution for sharing data, the carrier community will limit how they benefit from data-driven insights and intelligence.

Each carrier generates a tremendous amount of data but to maximise the potential of that data in our businesses, we have to collaborate.



**Anonymised aggregated data can directly support business and marketing planning, organisational alignment, routing optimisation, pricing and procurement.**



When global carriers work together, we can all benefit from the wealth of data in our industry.

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i3forum Insights is a comprehensive and operationally relevant Market Database for international voice services designed and managed by i3forum members.

**You can upload your voice traffic data into the system and are able to compare your data with data from participating carriers.**

To benefit from the service, you need to agree to contribute data and comply with basic obligations as set forth in the contract.

**The solution is available to International Carriers, whether or not they are i3forum members.**

**WE ARE SIMPLIFYING HOW CARRIERS SHARE DATA TO BENEFIT OUR INDUSTRY.**



TeleGeography

### Powered by an Expert Partner

TeleGeography provides i3forum Insights with a comprehensive database and analytics platform.

Experience: well reputed telecommunications market research and consulting firm that has surveyed international carriers and presented an analysis of international long distance traffic, service providers, cost, and pricing for more than 25 years

Partnership with TeleGeography provides not only a state-of-the-art database and analytics platform, but also the opportunity to integrate i3forum findings with TeleGeography's own data and in-house expertise to provide valuable additional reporting and guidance.

# Use Cases



**BUSINESS PLANNING**



**ROUTING OPTIMISATION**



**MARKET PLANNING**



**BUYING OPTIMISATION**



**ORGANISATIONAL  
ALIGNMENT**



**PRICING OPTIMISATION**

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# Core KPIs Tracked



## GEOGRAPHIC DATA

- Terminating route, country, and region
- Termination type (Fixed vs Mobile)



## TRAFFIC AND REVENUE DATA

- Wholesale minutes
- Average length of call
- Revenue
- Margin %



## QUALITY DATA

- Service level (Retail vs Wholesale)
- Answer-seizure ratio
- Network-efficiency ratio
- Answer-bid ratio
- Roaming support
- CLI offered

# Testimonials

*“The i3forum Insights market database provides iBasis with the external layer of intelligence needed to challenge and guide our teams in their efforts to remain an industry leader in market share and revenue. The user friendly extranet and robust reporting capability allows us to analyze and take pre-emptive action on trends per region, anticipated market changes, and QoS KPIs that customers rely upon. iBasis trusts i3forum Insights to provide accurate data to benchmark rates and quality metrics, facilitating our ability to offer the best available service to our customers and partners.”*

**- Nicolas Peronne, Senior Manager, Product and Offer, iBasis**

*“At Tata Communications, we've been able to utilize the benchmarking data for both quality and revenue to help drive key business decisions across our destinations. Our business intelligence team has been able to add this data to our dashboards (via API) and give our teams the views they need to make smarter decisions.”*

**- Michael Lawrence, Director Business Intelligence, Operations and Transformation, Tata Communications**





# Flexible Tiers to Meet your Needs

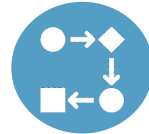
## i3forum Insights

- Our flagship solution, providing a high level of analytics and data access flexibility
- Designed for core users who rely on this intelligence regularly across teams for planning, optimization, and day-to-day business operations



### ANALYTICS

- Tableau interactive data visualization portal allows for immediate exploration of rich market intel for a suite of users across your organization
- Set automated alerts for key KPI thresholds and criteria



### APIs

- Push data directly to internal systems and tools via API calls
- Pull data programmatically to create custom reports



### SPEED

- Easily compare monthly data submissions against a monthly feed of aggregate market data
  - Automated and instantaneous feedback on possible data errors and suggested fixes
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# Flexible Tiers to Meet your Needs

## 3forum Insights Light

- Light touch integration into the Insights ecosystem
- Designed for users with smaller voice teams and more limited resources, who still require occasional market tracking and intelligence



### STATIC REPORTING

- Simplified static reports detailing both aggregate voice market trends and detailed benchmarks of key KPIs against market levels



### SIMPLE

- Reports emailed directly to a set of key users on a quarterly basis



### TARGETED

- Data submission requirement reduced to quarterly uploads (from monthly) to lessen internal resource requirements for integration into the Insights data ecosystem
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**WANT TO GET STARTED?**

Email: [insights@i3forum.org](mailto:insights@i3forum.org)

Learn more: [i3forum.org/insights](https://i3forum.org/insights)