

# i3forum Insights

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i3forum is a not-for-profit industry body that enables and accelerates transformation across the carrier ecosystem.

Our members promote industrywide collaboration with an open and inclusive model focused on enabling success in a changing market.

**BY THE INDUSTRY, FOR THE INDUSTRY.**



## 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.

# i3forum Insights

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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 their 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.**



# Use Cases



**BUSINESS PLANNING**



**ROUTING OPTIMISATION**



**MARKET PLANNING**



**BUYING OPTIMISATION**



**ORGANISATIONAL  
ALIGNMENT**



**PRICING OPTIMISATION**

# Advantages



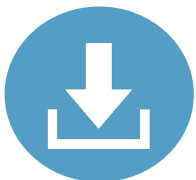
## ACTIONABLE

- Identify underpriced destinations
- Set notifications when traffic grows to a low margin destination



## SPEED

- Immediately check new data against the latest data from other clients
- Automated and instantaneous feedback on possible data errors and suggested fixes



## SIMPLE

- View data and KPIs via straightforward portal
- Import and export data via Excel or CSV



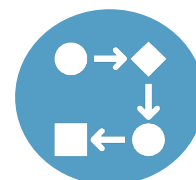
## SECURE

- Access to these databases is secured with API token authorisation
- TeleGeography has handled commercially-sensitive data for more than 30 years without a breach



## ANONYMISATION

- Data provided by a given carrier is kept 100% confidential at all times, no other party will be able to access it



## APIs

- Push data directly to database via API calls
- Pull data to create custom reports

# Committed Carriers

Five global carriers have committed to participate as of May 21st 2019”with eight additional carriers having expressed interest and are at the decision making phase





TeleGeography

**Powered by an Expert Partner**

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

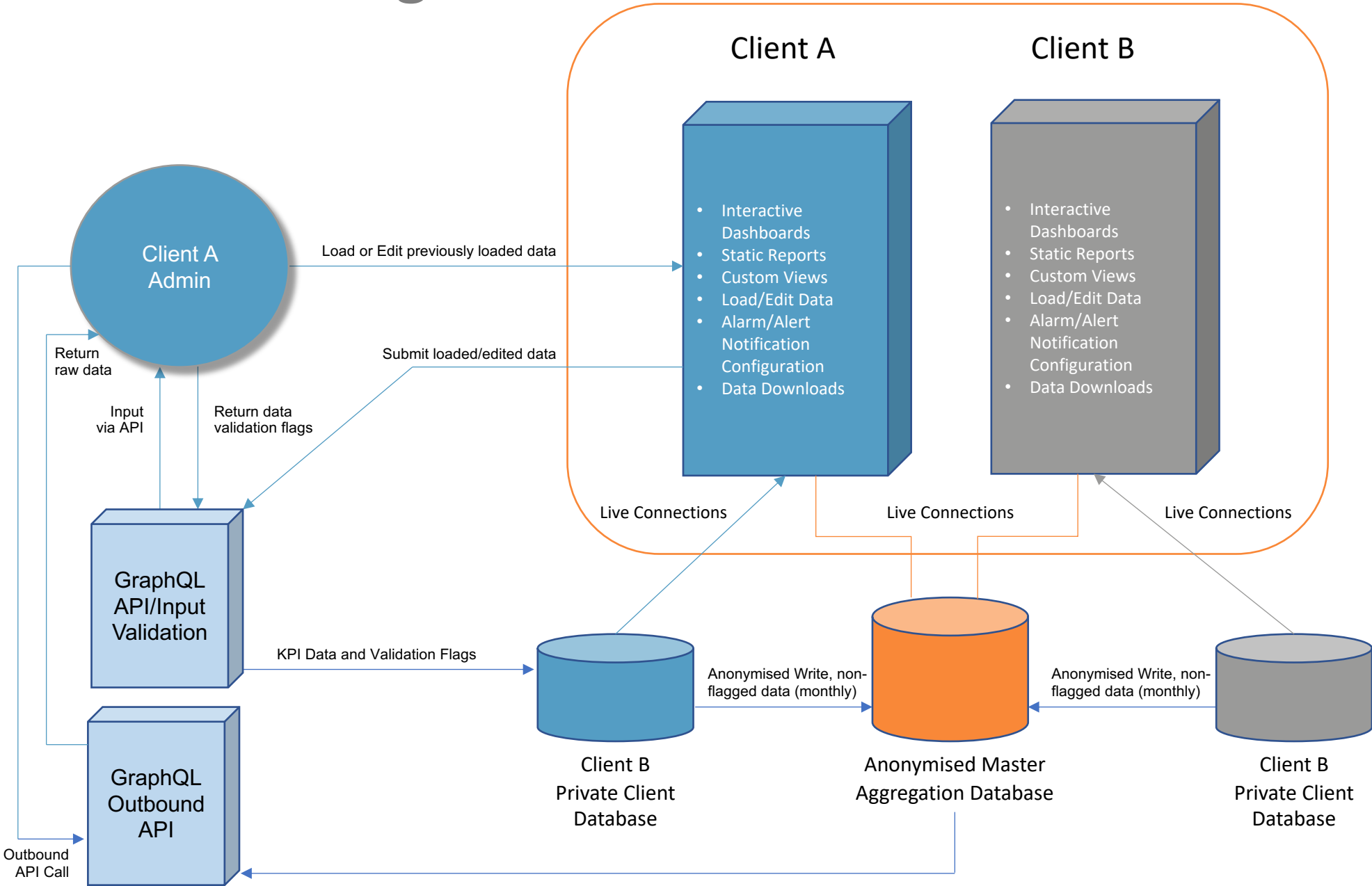
**It was selected to build and operate the service after extensive RFP processes because of its expertise in compiling and managing large data sets specific to our industry and presenting this information clearly in online and in databases.**

Participating Carriers will contract with the i3forum, who in turn contracts with TeleGeography



# Solution Design

Analytics Solution  
(Tableau Environment)



# The Tableau Platform

Industry leader in analytics and business intelligence enables you to upload and view data within a single interface



## DASHBOARD VIEWS INCLUDE:

- Anonymized KPIs
- Client KPIs



## CUSTOMIZABLE DASHBOARDS

- Create custom reports
- Set notifications



## DOWNLOAD DATA

- Private client data and anonymized industry statistics available for download straight from Tableau



## BUILT-IN SECURITY FEATURES AND RECOVERY SYSTEM

- Employs industry standard security solutions
- Adheres to server and login security best practices
- Managed disaster recovery policy

# Core KPIs Tracked

There are three core KPIs being tracked today but with input from participating carriers a roadmap will be developed to expand its scope



## 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

# Getting Started





# Pricing

i3forum determines the price based on the number of participating carriers – As more carriers join the annual cost will be reduced



- First Year price for new participants (initial 12 months of service) includes carriers contribution to development costs

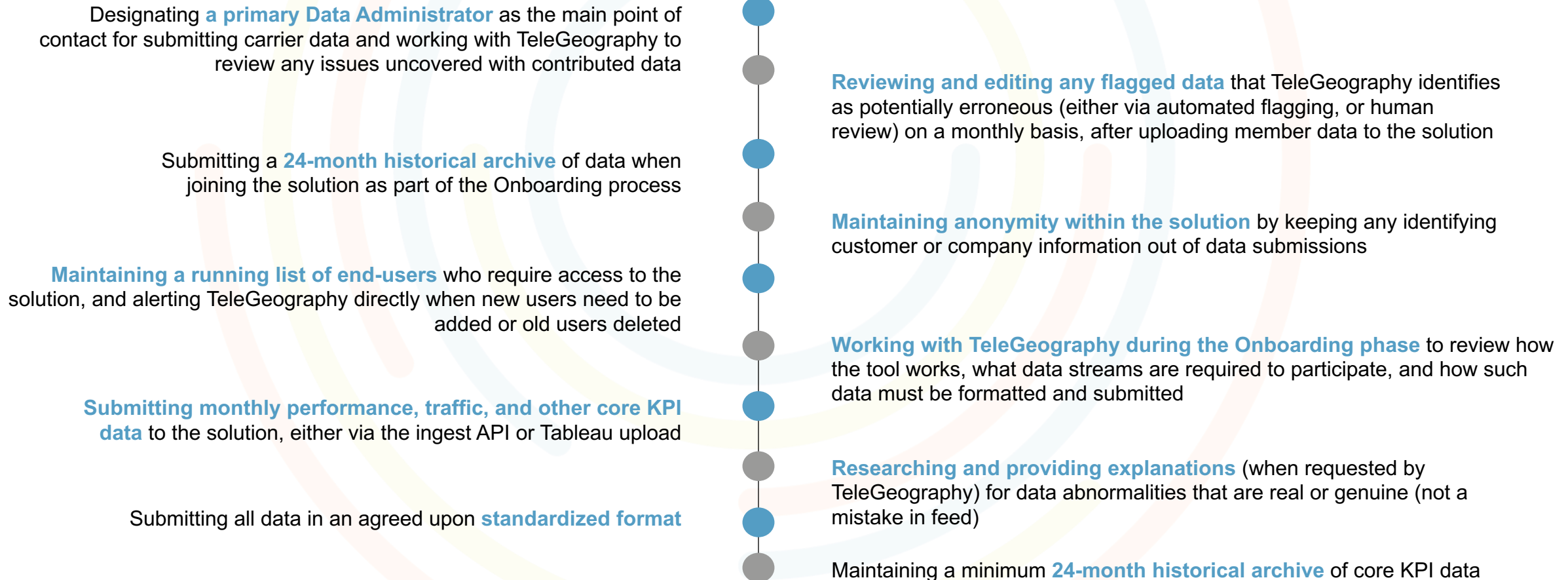
- The i3forum passes on cost savings derived from increased customer base, amortization etc... as well as any additional cost stemming from the development of additional features and capabilities as approved by i3forum

Future Pricing will be driven by:

- Number of participating carriers
- Amortization of development costs
- Any additional costs associated with future developments roadmap
- i3forum membership status

# Carrier Obligations

While i3forum holds the direct commercial relationship with participating carriers, in signing on to the solution each carrier must agree to a number of commitments with TeleGeography for seamless operation of the solution itself.



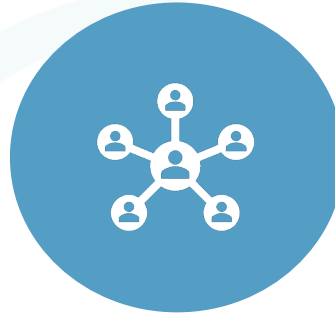
# Timelines

- **APR 2019:** Solution detailed design starts, with TeleGeography conducting interviews of Carriers that have committed to participate « Day 1 »
- **APR 2019:** “direct promotion” in the industry also starts, targeting potential “Day 1” carriers – keep in mind that the price goes down as the number of participating carriers goes up
- **JUN 2019:** Contracts between i3forum and the vendor, and between i3forum and “Day 1” participating carriers finalised
- **JUN 2019:** Official public announcement at ITW and launch of public marketing campaign (joint coordinated effort between i3forum, its members and TeleGeography)
- **OCT 2019:** Demo v1 solution available
- **NOV 2019:** Demo v2 solution available. Onboarding of “Day 1” carriers
- **JAN 2020:** Service available

# Join Us Today



Joining “Day 1” ensures that you can use the service right from the beginning of 2020  
After launch, Carriers will only be added in batches of two or more in order to protect confidentiality



You can optimize your businesses with the rich carrier data ecosystem, designed by carriers for carriers



Starting now means you can participate in solution design and acceptance with the vendor

# i3forum Insights

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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)