

Clearing & Settlement Solutions

CASE STUDY



**When only
the best
will do**



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The Swiss telecommunications company, sunrise, has chosen MACH to provide financial clearing and settlement after a detailed and exhaustive review, identifying process transparency and revenue assurance as the key factors - but trust as an equally important part of the relationship.

There are times when only the best will do. Many of us will think of special occasions like weddings and major anniversaries - or, perhaps, the 'once in a lifetime holiday' or a reward for outstanding achievement. We are all familiar with this requirement for the ultimate in quality and we've all used the words "I want the very best there is" - and meant it.

The reason is not difficult to find - roaming has become big business and is only going to get bigger. It defines, for every mobile operator, a key category of subscribers who generate above-average expenditure and expect extremely high standards of service. Even so, despite the dynamic growth of roaming and the importance of roaming subscribers, the methods of financial clearing and settlement have failed to keep up - until MACH entered the market with a radically new solution.

Company facts:

- *Over 2.6 million customers*
- *Mobile, fixed network, and Internet services*
- *Mobile phone coverage to around 99% of the population*
- *Founding member of the Starmap Mobile Alliance*
- *Offers its customers access to first-class Services even while they are abroad*
- *sunrise is the brand name of TDC Switzerland AG*

Strategic thinking

Committed to finding the best quality solution, the team at sunrise conducted a detailed analysis of the whole clearing and settlement process, initially reviewing the overall cost of the services identified in tenders from various potential service providers. This involved calculating all the additional cost variables - forex costs, transaction costs, interest costs, the costs of outstanding amounts and un-cleared revenues. Insight and involvement is built into MACH Finance

Now apply this thinking to business processes

sunrise did this - and concluded that the financial clearing and settlement of its roaming revenues fall into this special category, meriting the very best service available to meet a comprehensive set of operational and financial criteria.

The team also considered the internal costs involved at sunrise and external costs such as auditing and other professional services. Then, they assessed each service package against two key strategic requirements - for total transparency at every stage of the process and for a significantly high degree of certainty in revenue assurance.

Finally, they explored the nature of the relationship between sunrise and the ideal provider of financial clearing and settlement services.

Simple conclusion

The conclusion was simple and, on the basis of the service proposition now available to GSM operators worldwide, MACH was chosen as sunrise's financial clearing and settlement service provider.

But, while a superior and more transparent process with in-built revenue assurance was required, the team had concluded that working relationship between sunrise and a future service provider would still depend, to a very significant extent, on trust.

Here MACH also scored highly - partly on the basis of an existing high quality of data clearing services but mainly on the basis that the structure of the financial clearing and settlement service clearly signalled a different, better and closer working relationship.



It was not acceptable to sunrise that all the costs and variables involved in the process should disappear into a 'black box' service, to emerge as "the result". Instead, the sunrise team wanted clearly defined and documented step-by-step procedures - and insight and involvement at every stage.

This insight and involvement is built into MACH Finance and enables an operator as thorough and demanding as sunrise to find the levels of quality, transparency and assurance that it requires. Perhaps we can, therefore, in a modest way, think a little along the lines of "the ultimate in financial clearing and settlement" when we present our concept to other operators – but stressing, of course, that the ultimate in quality does not always come with the ultimate price tag.

MACH

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