



## Openmind Networks Provides Messaging-Focused Revenue Assurance Solution for Operators with Jaspersoft

### Abstract

With operators delivering massive volumes of messaging it is vital that they can be assured that those messages are proving effective and secure. Openmind Networks has addressed this problem by introducing its Assure module based on Jasper Reports from Jaspersoft. Assure improves the performance of operators' messaging businesses by delivering reliable and relevant information rapidly.

### Background

Openmind Networks, headquartered in Dublin, Ireland and with sales and support offices in Czech Republic, Germany and the United States of America, solves problems operators face in meeting market requirements for higher capacity messaging networks and richer, more personalized, services. Openmind Networks is entirely focused on messaging and is staffed by business and technical experts.

The Company's core product, Traffic Control, gives operators a real alternative to traditional SMSCs, while also offering a migration path to IMS and SIP-based messaging. Openmind Networks is the global-leading solutions-provider for inter-carrier messaging hubs. The underpinning philosophy behind Openmind Networks is to continually strive to provide product leadership and value for money to its customers and the key drivers within the organization are innovation, value and flexibility.

### The Challenge

To maintain its market position and to provide increased value for money to its customers, Openmind Networks decided to incorporate reporting into its market-leading Traffic Control product. In 2008, Openmind Networks determined that its customers needed tools that would allow them to track the efficacy, speed and reliability of their messaging services in order to ensure their business goals were met and to plan for future network growth

#### FAST FACTS

##### ORGANIZATION

Openmind Networks

##### INDUSTRY

Communications

##### SOLUTION

Expanding Traffic Control message routing solution to provide intelligent reporting

##### RESULTS

A cost-effective, flexible solution that provides Openmind Networks' customers with competitive edge

*"We found the tool to be excellent providing the right level of reporting that our customers desired and at the right price point. Jaspersoft enabled us to deliver on our 'value for money' commitment to our customers."*

**Cathal Fitzpatrick**  
VP Product Management  
Openmind Networks

## The Options

The first decision to be made was whether to build or buy but as business intelligence (BI) software development was not the organisation's core area of competency, the building option was discounted. Openmind Networks then looked at product from Business Objects but found that it was just too expensive for its customers. After extensive research, Jaspersoft's JasperReports was selected.

According to Cathal Fitzpatrick, VP Product Management Openmind Networks, "We found the tool to be excellent providing the right level of reporting that our customers desired and at the right price point. Jaspersoft enabled us to deliver on our 'value for money' commitment to our customers."

As Jaspersoft BI software is open source this dovetailed with Openmind Networks' value proposition being Red Hat Linux users. The Company does not use expensive third party proprietary solutions because of their cost and potential inflexibility.

"Openmind Networks was formed in 2003 with the conviction that things could be done a better way in terms of messaging through the use of quality products. Jaspersoft's feature-rich JasperReports falls into that category," said Fitzpatrick.

## The Solution

Using JasperReports, Openmind Networks then spent some six months developing its Assure Module which is integrated with its Traffic Control intelligent inter- and intra-operator message routing product. Assure improves the performance of an operator's messaging business by delivering the most relevant data in a reliable and timely manner.

Messaging data is accessed via a web interface that allows managers to view reports and dashboards, manage KPIs and perform ad hoc analysis on messaging related usage data. The web portal provides a dashboard view that can be customized for each user. From this dashboard, users can view existing reports, request new reports, or schedule reports for execution in the future.

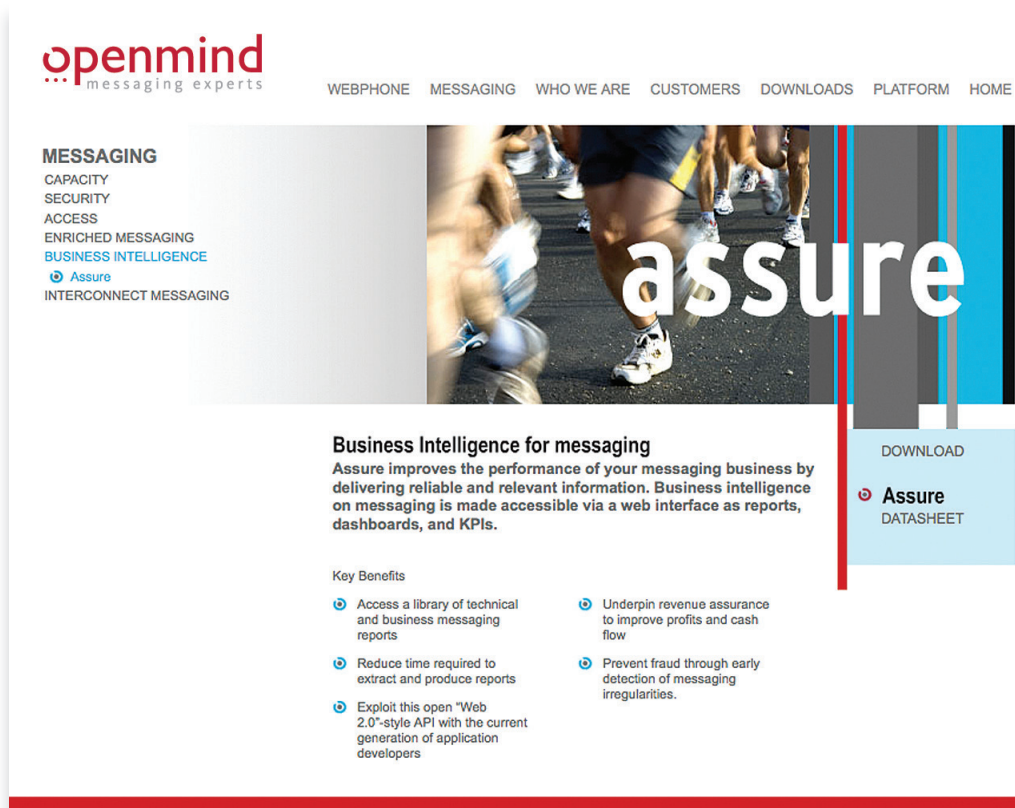
Assure can be used to underpin revenue assurance processes for the mobile operator, as it provides a business level view of messaging service usage derived from low level traffic data generated on Traffic Control itself. This low level data is comprised of specially formatted usage records designed to provide Assure with all the information necessary to generate detailed reports.

Assure provides operators with direct access to a library of technical and business messaging reports and a reduction in the time required to extract and produce reports. By using the module, operators are able to better plan by tracking trends and monitoring the take-up or rejection of certain messages ensuring that the pricing and marketing strategies are built around what exactly is going on. Fraud can also be prevented by detecting messaging irregularities with Assure.

“We are particularly impressed with JasperReport’s intuitive web screens that can be used to build user defined reports as required by the individual operator as well as its high performance reporting features which include Flexible Report Layout, Output and Charting Options, Drill Down Analysis, Custom Calculation and Variables as well as Localization,” said Fitzpatrick.

## The Future

Openmind Networks continues to grow its product to provide its customers with value and innovation and will embrace emerging messaging solutions such as SIP messaging for IMS and LTE networks. “We intend to extend our use of Jaspersoft’s BI tools to provide BI across these new messaging platforms,” said Fitzpatrick.



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messaging experts

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**Business Intelligence for messaging**  
Assure improves the performance of your messaging business by delivering reliable and relevant information. Business intelligence on messaging is made accessible via a web interface as reports, dashboards, and KPIs.

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Key Benefits

- Access a library of technical and business messaging reports
- Underpin revenue assurance to improve profits and cash flow
- Reduce time required to extract and produce reports
- Prevent fraud through early detection of messaging irregularities.
- Exploit this open "Web 2.0"-style API with the current generation of application developers

## About Jaspersoft Corporation

Jaspersoft provides a comprehensive family of Open Source Business Intelligence (BI) solutions including production and embedded reporting, simple web-based query and report design, dashboards and mash-ups, data analysis, and data integration (ETL). Jaspersoft enables companies of any size to become more agile and competitive by turning data into information and insight, resulting in significant cost savings, greater visibility, better decision making and improved performance. Jaspersoft's open source business intelligence is the world's most widely used BI software, with more than 11 million product downloads worldwide and more than 12,000 commercial customers in 100 countries. Jaspersoft provides a web-based, open and modular approach to the evolving business intelligence needs of the enterprise. It is the only BI vendor to provide embeddable, multi-tenant BI for SaaS environments (for both standalone and embedded use), while also providing a common platform for on-premise, virtualized, and Cloud deployments. Jaspersoft's BI software is updated constantly by a development community of more than 140,000 registered members working on more than 350 projects. For more information visit: [www.jaspersoft.com](http://www.jaspersoft.com) and [www.jasperforge.org](http://www.jasperforge.org).

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