

# Asset and Subscriber Conversion

**The goal was to convert a newly acquired base of subscriber accounts and other telephony assets from the selling company's billing system to the client's billing system.**



## ***Situation***

### **Summary**

Grande Communications had purchased assets from TXU in late 2002. These assets included a switch in Round Rock, Texas, and subscribers in Round Rock and Houston. The challenge for LTV was to convert these subscribers to the current CSG billing system utilized by Grande Communications at minimal cost to the client and with no negative impact to customers.

### **Customer Profile**

Grande Communications is a San Marcos, Texas-based provider of convergent video, high-speed data, and telephony services. Grande began operations in 2000 with the purchase of Thrifty Call, a wholesale network service provider. The newly combined company immediately expanded into retail convergent services with a major fiber network build-out in the Austin to San Antonio corridor markets.





## ***Problem***

### **Context**

The asset purchase from TXU included approximately 3500 customer accounts in Round Rock, Austin, and Houston. At the time, Grande was billing services in Round Rock and Austin through CSG, but not in Houston. Since Grande also had a billing arrangement with DCA billing, and DCA could accommodate a programmatic exchange of subscriber information, it was decided to use DCA for Houston and CSG for Austin. This resulted in a manual conversion of 500 customers to CSG with Linnabery Telecom and Video Consulting (now LTV Partners) acting as project manager for the CSG conversion.

### **Objectives**

The objective was to convert billing for the 500 Austin area TXU subscribers to the existing Grande CSG billing platform. Also, since the subscriber base was so minimal, the expectation was this could be accomplished without engaging CSG conversion teams or CSG Professional Services Group consulting services.



## **Solution**

### **Process**

Moving subscriber accounts from one billing system to another can be very complex. Cable billing has its issues, and data billing has its own set of considerations. Legacy telephony billing however, adds a whole new set of complexities to the equation.

The process needs to minimally consider:

1. Fit to existing database structure
2. Service offerings – new or existing
3. Address builds
4. Mapping of services
5. Billing cycles plan
6. Order entry for accounts
7. Balances forwarded from old accounts
8. Timing of order entry
9. Processes to add previous balances
10. Follow-up queries to ensure accuracy of entry

### **Using the Solution to Solve the Problem**

Implementing this type of conversion involves many functional areas in a company. LTV, acting as a project manager, pulled all stakeholders together to address a common plan and timeline for implementation. Finance was brought in to consider financial reporting. Field Operations was brought in to address dispatch and activity processing. IT personnel specializing in downstream telephony provisioning were consulted for their needs. Call Center personnel were included to complete manual order entry. And the training group was included to ensure new information was disseminated to all employees, as appropriate.

### **Technologies and Delivery Method**

There are many important aspects to consider in such a CSG billing system conversion. The most basic is building services to be offered on the mainframe CCS platform. This includes basic product definition such as name, statement descriptions, pricing, taxing, and many other service-specific definitions.

When telephony services are involved, there also is the BackOffice telephony product definition to consider, which addresses the multiple complexities of telephony, especially downstream



provider information. Many things play into this complex database build. Telephone number inventories are defined. All aspects of a telephone line, such as CNAM, LIDB, porting, 911, 900 blocking, etc, are defined. Parent – child service relationships must be defined. How all of these flow through provisioning task queues is defined. And the very important MSAG processing must be defined and handled.

Once all products have been defined and BackOffice definitions have been built, then the manual conversion work begins. Accounts to convert are identified by cycle. Orders are entered manually. Queries are run to verify correct services. Processes are run to apply balance forward amounts. Other specific reports are supplied as needed to the Finance and Operations groups.

## ***Evaluation***

### **Results and Benefits**

The end result was an extremely accurate and error free conversion of the TXU accounts to Grande services and billing. Minimal customer calls were received concerning the conversion, indicating a successful process and conclusion. Grande paid no conversion fees to CSG as a result of this conversion since LTV provided all CCS mainframe and telephony BackOffice build efforts as well as project coordination.

### **Customer Quote - Testimonial**

“Richard and LTV provided exceptional and professional support for this conversion. They deal with the entire spectrum of issues important to a conversion. These would include technical questions that arise about telephone number inventories, complicated telephony provisioning requirements like CNAM, LIDB, and directory, dispatch considerations, how Call Centers will deal with products, video provisioning issues, data service provisioning, and how other groups like Finance are impacted.

Our company was able to accomplish this conversion without vendor assistance because of LTV. Based on vendor quotes, the savings were probably 50% of what we otherwise would have spent

And ultimately, the quality was unquestionable. Richard and LTV have always provided a level of performance and support that others must work hard to duplicate. They act like committed employees in their efforts for clients.”

*Kimberly Reaves, Billing Director, Grande Communications*





### ***For More Information***

For more information about LTV Partners products and services, call 972-335-7189 or visit us on the web at [LTVPartnersLLC.com](http://LTVPartnersLLC.com).

