



## SUCCESS STORY



# i wireless

### CUSTOMER PROFILE

#### Challenge

Implement a billing and customer relationship management (CRM) solution that could save time and money, allowing for more rapid expansion.

#### Solution

VeriSign speedSUITE services, including VeriSign's Advanced Solutions.

#### Results

- The service provides top-notch reporting that exposed information gaps and saved money.
- The inventory management module accounts for every single unit.

### + A Billing and Inventory Solution That Enables Rapid Growth

Adhering to the popular adage “know your customer,” i wireless was formed specifically to serve more than 300 Iowan markets. i wireless provides residents with region-specific features, such as a plan that offers unlimited local calling. The company also hires representatives that live in the same vicinity as its customers. Founded as a partnership between T-Mobile USA and Iowa Network Services (INS), i wireless allows its customers to roam throughout more than 10,000 U.S. cities. The company required a sophisticated, reliable billing system that could provide top-notch reporting. So i wireless turned to VeriSign, Inc., for its speedSUITE<sup>SM</sup> services, a complete billing and customer relationship management (CRM) solution. VeriSign operates Intelligent Communications, Commerce, and Content services that enable carriers to rapidly provision new revenue-generating services while mitigating today’s cost, complexity, and security challenges.

### + The “Rolls-Royce” of Billing Services

speedSUITE contains a comprehensive set of tools to support each stage of the subscriber cycle, from the point of sale to ongoing customer care. The tools support the standard wireless technologies, such as TDMA, CDMA, and GSM, and provide functionality for pre-paid, post-paid, and many custom billing architectures. Wendi Nolan, product development manager at i wireless, says that the company’s previous system paled in comparison. “It didn’t allow us to offer our customers the kinds of innovative, highly customized plans that we wanted to offer them,” says Nolan. “speedSUITE allows us potential for growth.” Suzanne Kidwell, billing manager at i wireless, agrees, adding that she was especially appreciative of speedSUITE’s reporting capabilities. “We work with a lot



Where it all comes together.™



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- VeriSign's service is tailored specifically to meet i wireless' needs.
- VeriSign continuously updates the services to meet the latest standards.

*"We are very happy with our decision to work with VeriSign. The relationship has been a positive experience."*

Suzanne Kidwell  
Billing Manager  
i wireless

of other carriers," says Kidwell, "and speedSUITE allows us to provide each one with exactly what they need." Kidwell further states that speedSUITE's reporting features has a positive effect on the bottom line. "speedSUITE allows us detailed and accurate reporting, so we're better able to understand customer patterns and as a result, increase revenue," says Nolan. Nolan added that the system is improving the business as a whole. "speedSUITE has a positive effect on our customer relationships." i wireless also took advantage of speedSUITE's Advanced Solutions, in which VeriSign switch engineers arrive at custom solutions to address a carrier's specific need. For i wireless, VeriSign consultants implemented switchTrac<sup>SM</sup> reporting, which provides granular data at the switch level.

### + Minding the Store

In addition to billing, speedSUITE provides the functionality for advanced inventory tracking. Nolan says that the inventory management functions of speedSUITE also save a tremendous amount of time. "As soon as a store sells a piece of equipment," said Nolan, "speedSUITE automatically deducts it from the inventory system." Kidwell stresses that the way the components are integrated are what makes speedSUITE so powerful. "When that first transaction is made," said Kidwell, "it triggers the provisioning at the switch, which activates the customer's account, which starts the billing process."

### + Top-Tier Support

i wireless appreciates the expertise that VeriSign brings to the table. "VeriSign is becoming an industry leader in the area of GSM roaming," says Kidwell. "With VeriSign's assistance, we can participate more in the GSM North America meetings. VeriSign tests new standards as soon as they come out, and actively participates in GSM North America meetings, resulting in cost advantage for its customers." Kidwell and Nolan also found that VeriSign offered support worthy of a true partnership. "VeriSign has always gone above and beyond the call of duty," says Kidwell. "When they say they are going to address an issue or send some people out to speak with us, they do it." Kidwell recalls when a VeriSign representative stood at her keyboard to help her work out a particularly vexing problem.

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