

Dyband Solution: Generating Additional Revenue from your Customer Base

Challenge:

Existing customers can be your greatest and easiest source for additional revenue generation. This should also be the case for service providers, but more often than not ISPs experience challenges on accurately predicting and identifying which customers are ready to move to higher value products and services. Having no easy and reliable method for tracking your customer's bandwidth use will deny you a valuable source of revenue that is otherwise effortless to generate.

Solution:

Dyband addresses the challenges of upselling your customers to new products and services by monitoring and reporting on individual and aggregate levels how much bandwidth they are consuming. As an example: An ISP with Dyband installed can effectively audit all its customers in a virtually unlimited number of service levels to verify how many users have been accessing the internet at (or near) the threshold of their allocated bandwidth use. Customers who are regularly achieving the maximum allocated rates as defined by their service level are ripe for upselling.

Dyband gives you the ability to identify these opportunities by:

- Providing real-time subscriber reports based on up-to-the-second performance criteria

- Defining and managing service levels according to multiple configurable parameters which include transfer rates, access priorities, time-of-day, and aggressive user controls
- Providing historical reports for selected time intervals to support problem resolution, capacity planning, usage-based billing, and customer and technical services
- Simplifying and automating configuration and administration, reducing operational complexities
- Enabling network managers to audit their customer's IP address space utilization

Dyband will permit you to run usage reports on those customers that are deemed ideal for upselling who in turn can be forwarded to your sales team to begin the up-sell process. For those customers that choose to upgrade, they can be instantly upgraded to new service levels. If your customers require a bit more convincing, you can offer them a trial period of increased bandwidth. The usage reports can also be forwarded to your customers in support of their monthly billing statements, and your sales team can use the reports to support the rationale for customer upgrades. The end result is the generation of new service revenues by tapping into a satisfied customer base, while at the same time offering your customers the consistent, available bandwidth they require to expand their Internet use or grow their businesses.

For further information on Dyband, and how it can benefit your firm, contact us at
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