



## **deltathree's OnLine Analytical Processing Tool (OLAP)**

The IP Communications Network™



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**deltathree's OnLine Analytical Processing Tool (OLAP) is a web-based application that allows you to easily analyze all aspects of your deltatthree calling accounts.**

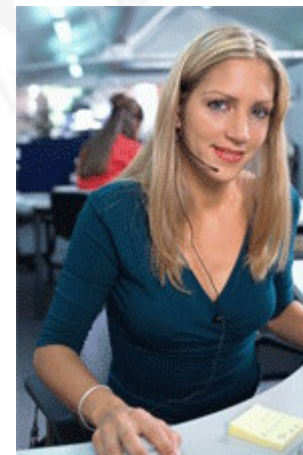
- **Use OLAP to gain insights into your calling accounts' usage.**
- **Monitor your calling traffic and revenues, per destination, date, or product.**
- **Analyze distribution of traffic over different days, weeks, or months.**
- **View the changes in status of your accounts.**
- **Find out the most frequently called destinations.**
- **View your calling rates.**
- **And more...**



**OLAP contains different data modules. These modules allow you to access deltatree's database and produce reports using various criteria, such as destination, date, and revenues.**

**With your purchase of OLAP you will get:**

- 1. Three data modules:**
  - **Events module**
  - **Online module**
  - **Finance module**
- 2. Secure and unique login information.**
- 3. A training session for up to 2 individuals.**
- 4. Sample reports.**



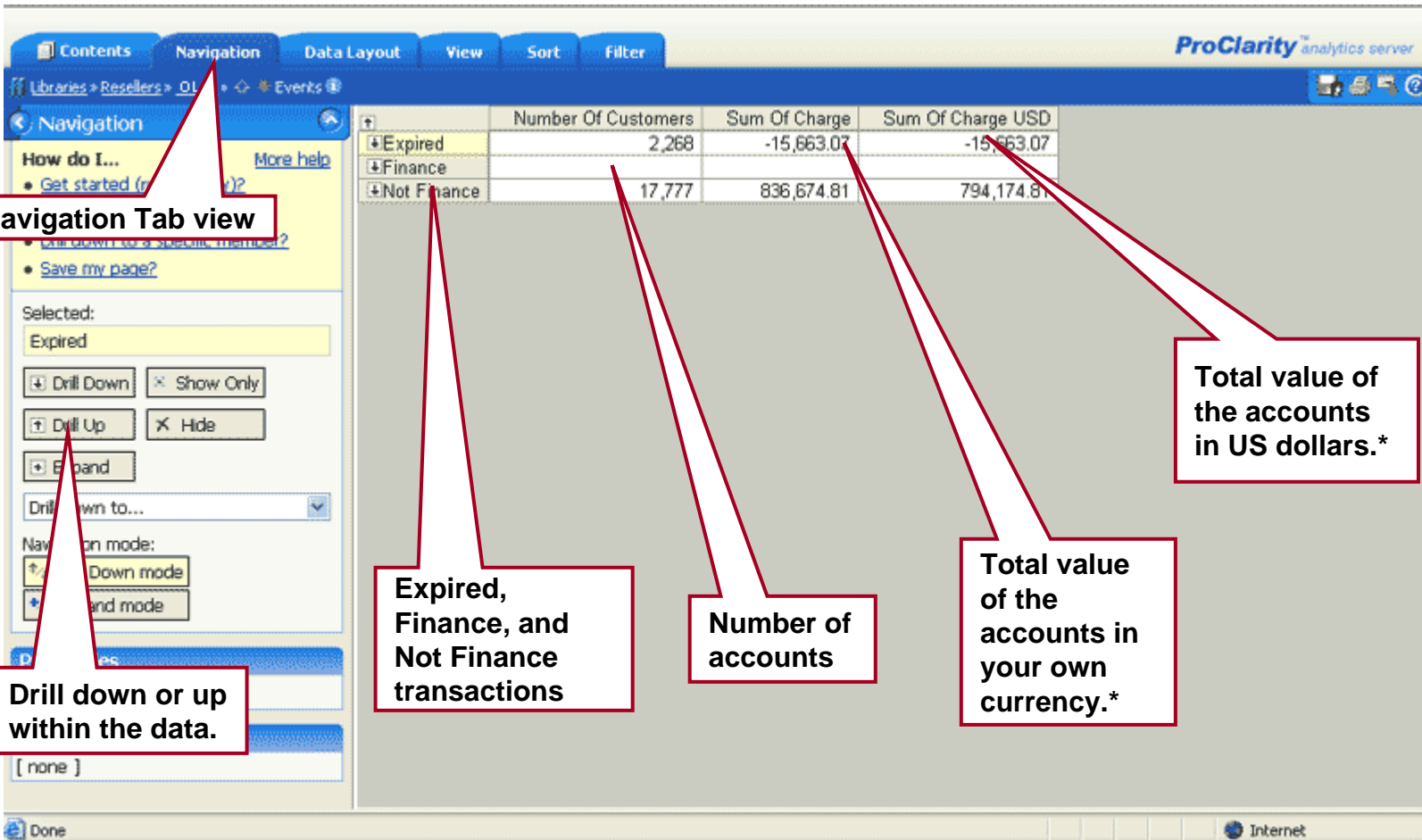
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**Use the Events Module to analyze account transactions, such as:**

- **Track the number of accounts generated per time period.**
- **See the total balance generated per price plan.**
- **View the balance on accounts expired to evaluate your breakage.\***
- **Find out accounts moved to finished status to evaluate your calling account stock.**
- **See number of accounts recharged to evaluate usage of recharge coupons.**
- **And more.**

\* Available for Pre-paid Wholesale Type 2 Resellers only. Breakage is your profits. This is the unused balance remaining on expired accounts.





The screenshot shows the ProClarity analytics server interface. The main table displays account event data:

	Number Of Customers	Sum Of Charge	Sum Of Charge USD
Expired	2,268	-15,663.07	-15,663.07
Finance			
Not Finance	17,777	836,674.81	794,174.81

Callouts from the screenshot:

- Navigation Tab view**: Points to the 'Navigation' tab in the top menu.
- Drill down or up within the data.**: Points to the 'Drill Down' and 'Drill Up' buttons in the left sidebar.
- Expired, Finance, and Not Finance transactions**: Points to the 'Expired', 'Finance', and 'Not Finance' rows in the table.
- Number of accounts**: Points to the 'Number Of Customers' column.
- Total value of the accounts in your own currency.\***: Points to the 'Sum Of Charge' column.
- Total value of the accounts in US dollars.\***: Points to the 'Sum Of Charge USD' column.

\* You will only see the rates in your own currency if your retail price plan is already set to your own currency. Ask your Account Manager for more information.



**The Online Module allows you to analyze network traffic patterns in real-time, such as:**

- **Discover the top calling destinations per time period.**
- **Find out your peak calling time during any give time period.**
- **View your traffic based on product (PC Phone, Dial up Phone and etc).**
- **View the average duration of calls per date, destination, or product.**
- **Compare overall traffic patterns over different time periods.**
- **And more.**



ProClarity™ analytics server

Contents Navigation **Data Layout** View Sort Filter

Libraries > Resellers > OLAP > Calls, Duration

**Data Layout**

How do I...  
 • Arrange items  
 • Create a drop-down menu (slicer)?

Rows  
 Destination (Set: Child)  
 Date Period

Columns  
 Measures (2 items)

Background  
 Agents  
 Days Of The Week (All Days Of T  
 End Gateway (All End Gateway)  
 Product (All Product)  
 Start Gateway (All Start Gateway)  
 Time Groups (All Time Groups)

Destination	Number of calls	Total duration of calls
↓Afghanistan (93)	254	163.1333
↓Albania (355)	12	0.000
↓Algeria (213)	368	754.167
↓American Samoa (684)	7	0.000
↓Andorra (376)	3	0.000
↓Angola (244)	178	171.833
↓Anguilla (1264)	2	0.000
↓ANTARCTICA (672)	0	0.000
↓Antarctica (6721)	0	0.000
↓ANTIGUA (1268)	4	6.000
↓Argentina (54)	36	786.000
↓Armenia (374)	10	5.000
↓Aruba (297)	7	0.000
↓Ascension Island (247)	4	0.000
↓Australia (61)	18	24.554
↓Austria (43)	16	3.724
↓AZERBAIJAN (994)	21	26.000
↓Bahamas (1242)	99	99.000
↓Bahrain (973)	0	2,245.000
↓Bangladesh (880)	37,548	50,387.000
↓Barbados (1264)	5	0.000
↓Belarus (375)	63	227.000
↓Belgium (32)	1,371	7,520.000
↓Belize (501)	41	0.000
↓Benin (229)	52	0.000
↓Bermuda (1441)	13	0.000
↓Bhutan (975)	22	0.000
↓Bolivia (591)	12	13.4667.000

Internet

**Data Layout view**

**Destination**

**All Date  
Drill down to see  
specific dates.**

**Number of calls**

**Total duration of calls**

**Use the tool bar  
to print your  
reports or export  
them to excel.**



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**The Finance Module allows you to analyze the revenues of your calling accounts, such as:**

- **View revenues and minutes by destinations, products, price plan and time period.**
- **Evaluate your overall margins based on usage per time period and destination.**
- **Analyze which price plans generate the most revenues.**
- **Evaluate what products are the most profitable.**
- **Discover the progress of your accounts usage.**
- **Evaluate your average revenues per minute or call.**
- **And more.**



ProClarity analytics server

Libraries > Resellers > OLAP > Finance > Retail Charge, Retail Rate, Sum Duration for Charge

**Data Layout**

How do I... [More help](#)

- [Arrange items on rows and columns?](#)
- [Swap rows and columns?](#)
- [Add members of a dimension?](#)
- [Create a drop-down menu \(slider\)?](#)

**Rows**

Destination (Set: Child)

**Columns**

Measures (3 items)

**Background**

Date Month (All Date)  
 Origination Agent  
 Origination Site (All Origination Site)  
 Price Plan (All Price Plan)  
 Promotion (All Promotion)

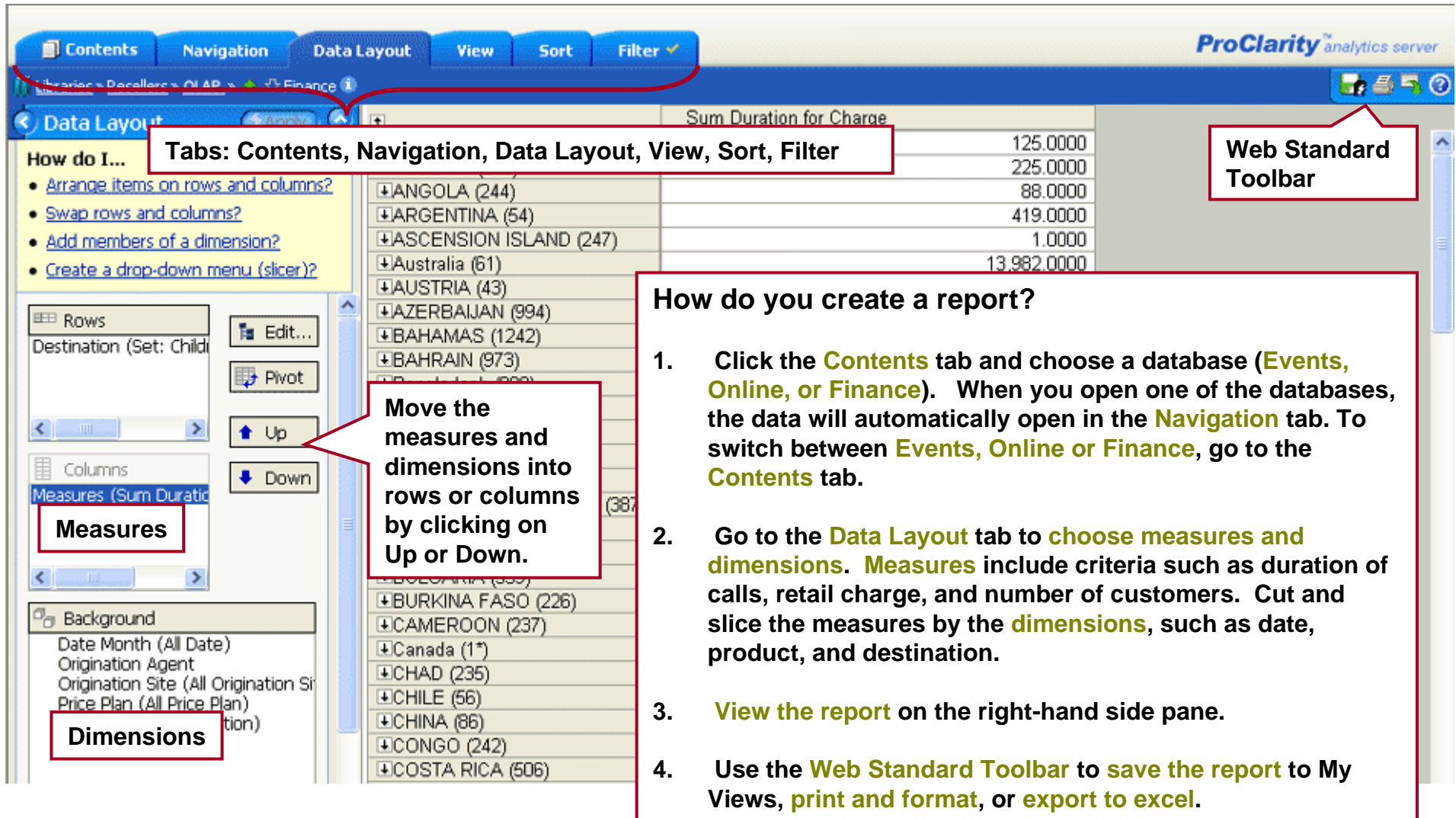
Destination	Retail Charge	Retail Rate	Sum Duration for Charge
AFGHANISTAN (93)	96.0750	.7622	126.0000
ALGERIA (213)	55.7770	.7755	215.0000
ANGOLA (244)	39.2610	.491	81.0000
ARGENTINA (54)	7.6450	.908	41.0000
ASCENSION ISLAND (247)	1.2640	1.634	1.0000
Australia (61)	98.9860	1.109	14,261.0000
AUSTRIA (43)	1.6750	.862	1,551.0000
AZERBAIJAN (994)	8370	.228	21.0000
BAHAMAS (1242)	2850	.424	1.0000
BAHRAIN (976)	8470	.766	1,221.0000
Bangladesh (880)	1.450	.255	34,441.0000
BELARUS (75)		.516	67.0000
BELGIUM (32)		.633	6,553.0000
BENIN (229)		.421	31.0000
BOLIVIA (591)		.319	1.0000
BOSNIA AND HERZEGOVINA (387)		.232	1.0000
BOTSWANA (267)		.2940	1.0000
BRAZIL (55)		.282	1.0000
BULGARIA (359)		.8842	1.0000
BURUNDI (226)		.3470	1.0000
CANADA (1237)	102.4290	.5098	117,736.0000
CHINA (86)	4,226.0930	1668	315.0000
CHILE (56)	159.6340	5067	42.0000
CHINA (86)	5.00		12,898.0000
CONGO (242)	548.00		162.0000
COSTA RICA (506)	28.80		1.0000
CROATIA (385)	.12		25.0000
CUBA (53)	8.2710	.3984	44.0000
CYPRUS (358)	64.2520	4.4640	1.0000

**Destinations**

**The Retail charge is the revenue made on the calls.**

**Retail Rate per minute to destination**

**Sum duration for charge is the duration in minutes of calls.**



The screenshot shows the ProClarity analytics server interface. At the top, there are tabs for Contents, Navigation, Data Layout, View, Sort, and Filter. A red box highlights these tabs with the text: "Tabs: Contents, Navigation, Data Layout, View, Sort, Filter".

On the right side, there is a "Web Standard Toolbar" with icons for save, print, and export. A red box highlights it with the text: "Web Standard Toolbar".

On the left side, there are sections for "Rows" and "Columns". The "Columns" section shows "Measures (Sum Duratio" and "Dimensions". A red box highlights "Measures" with the text: "Measures". Another red box highlights "Dimensions" with the text: "Dimensions".

In the center, there is a table with columns for country names and numerical values. A red box highlights the table with the text: "Move the measures and dimensions into rows or columns by clicking on Up or Down." The table data is as follows:

Country	Sum Duration for Charge
ANGOLA (244)	125.0000
ARGENTINA (54)	225.0000
ASCENSION ISLAND (247)	88.0000
Australia (61)	419.0000
AUSTRIA (43)	1.0000
AZERBAIJAN (994)	13.982.0000
BAHAMAS (1242)	
BAHRAIN (973)	
BURKINA FASO (226)	
CAMEROON (237)	
Canada (1*)	
CHAD (235)	
CHILE (56)	
CHINA (86)	
CONGO (242)	
COSTA RICA (506)	

On the right side, there is a section titled "How do you create a report?" with a list of four steps:

1. Click the **Contents** tab and choose a database (**Events, Online, or Finance**). When you open one of the databases, the data will automatically open in the **Navigation** tab. To switch between **Events, Online or Finance**, go to the **Contents** tab.
2. Go to the **Data Layout** tab to **choose measures and dimensions**. **Measures** include criteria such as duration of calls, retail charge, and number of customers. Cut and slice the measures by the **dimensions**, such as date, product, and destination.
3. **View the report** on the right-hand side pane.
4. Use the **Web Standard Toolbar** to **save the report to My Views, print and format, or export to excel**.



**THANK YOU!**



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website <http://corp.deltathree.com/>

Contact our Sales Team at [reseller@deltathree.com](mailto:reseller@deltathree.com)  
or contact your Account Manager directly.

