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Expanded basis2 Suite accesses lucrative new markets

According to leading North American Utility Consultants, TMG, the total external value of the North American Utility market for Customer Information Systems(CIS) is US\$ 13 billion. In addition, another \$22 billion is associated with extended products and services. The global market for CIS and extended products and services is approximately two and a half times this size – i.e. \$87.5 billion in total.

To open up this extended market and reach a whole new range of revenue opportunities for their basis2 partner network, Prophecy have expanded their core basis2 billing and customer information system to become the **basis2 Suite of Billing and Customer Information Systems**, which now includes:

- basis2 Billing and CIS
- basis2 Customer Care – Customer Contact Management system or Customer Relationship Management system (CRM)
- basis2 Event View – Real time visualisation
- basis2 Service Orders – Service order and works management system
- Oracle Integration – Integration with Oracle's E-Business Suite

Other modules are available for utility specific applications, for example, basis2 Industrial Waste and Biosolids Recycling are two regulatory monitoring products for water utilities. Other modules are also being developed for the energy market. The success of this strategy is already showing with the recent sale to major UK utility, South East Water, of both the basis2 CIS and Customer Care Modules. South East Water provides services to over 1.5 million customers.

Utilities worldwide are experiencing rapid changes in their markets, regulatory framework and business environment. Research indicates that these changes are exposing limited capabilities in existing legacy billing and customer information systems. Not only are these expensive to maintain and difficult to support but can also be totally inadequate for today's changing marketplace and increased competition. Utilities need to be responsive and adapt their products and services quickly to new demands and opportunities. Also new technologies, such as smart meters, mean massive increases in data volumes and billing and customer information systems have to be scalable enough



to handle these volumes. The basis2 Suite is built on and for Oracle technologies, encompassing all of the same scalability and robustness that Oracle is famous for.

Customer information systems must also be integrated to show a complete picture of customer interactions. Customer service representatives need to have this information at their fingertips and this can only be achieved with modern, integrated systems that span the whole range of customer interactions, from meter to cash, repairs and maintenance.

The basis2 Suite can enable utilities to handle these all of these issues in an adaptable, flexible and integrated environment. Utilities can save the large expense of maintaining old legacy systems and take advantage of all the benefits, flexibility and scalability that modern technology can offer to become a truly customer centric organisation.

About Prophecy International

As a leading developer of financial, billing and customer information systems, Prophecy International helps utilities maximize revenue, care for customers and minimize costs. Outstanding technology is backed by proven systems that ensure a successful product, installation and post sale support. Time has proven that users of Prophecy products can rely on a system that will help them understand, control and expand their businesses.

About basis2

Prophecy has over 10 years experience in the utilities industry and a comprehensive understanding of the way utility companies work. The BASIS suite is used by a number of utilities in Australia, Asia and the USA. It has been expanded and updated to become the basis2 suite of Billing and Customer Information Systems for the world wide utilities industry. It is function-rich and flexible for the regulated, transitioning and deregulated markets, allowing companies to successfully compete in this evolving industry. The basis2 Suite includes: Billing and CIS, Customer Care, Event View, Service Orders, Oracle Integration and other utility specific modules.

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For more details visit ProphecyInternational.com, basis2.com
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