



SRH Marine Electronics

- ***Cut the time to complete the billing process by 60%***
- ***Reduced the resources and costs to run the billing***
- ***Improved billing accuracy***
- ***Improved cost of sales analysis***
- ***Speeded up implementation of new services***

Case Study

Introduction

SRH Marine Electronics (SRH) has over 50 years of experience in the maritime market offering full services on sales and technical support for Navigation, Communication, Safety and other marine equipment.

SRH is based in Piraeus, the main port of Athens and the biggest port in Greece. Piraeus is also one of the leading ports in the Mediterranean, an important centre of the merchant marine industry and transportation.

SRH has the widest portfolio of advanced solutions in Greece for Thuraya, Iridium, Inmarsat and VSAT Satellite Communications.

The airtime services covered by SRH include Inmarsat Services (Inm-C, Inm-B, Mini-M, Fleet, FBB), Iridium Services (IRI & IOP), Thuraya Services (Standard & DSL), Shore-to-Ship and their own VSAT offering.

The Business Challenge

Each month, SRH has to process over 500,000 Call Detail Records (CDRs) covering almost 200 different types of satellite calls (e.g. Data, Voice, Broadband, SMS, Packet based services etc.) from thousands of active Terminal/SIMs.

The monthly billing process was handled by 3 people within SRH using their own bespoke billing system (IBS). Each cycle would take at least 2-3 weeks to complete (from the arrival of the CDRs to the posting of the invoices). Overall, SRH had to spend a considerable number of man-hours to supply their customers with timely air-time usage information. The main issue with the IBS system is that it could not handle new requirements for services such as FBB bundles, which would have taken about 4 months to develop and implement.

They needed to replace their IBS system quickly with another billing system that would handle all of their services including FBB immediately. It had to be fast, accurate and capable of handling a large volume of CDRs from 7 different providers.

The Symbiosys Business Solution

Symbiosys Business Solutions (SBS) had a Satellite Air-time billing system (SATbill) that provided 90% of the functionality that SRH required. SBS worked closely with SRH to create a specification to develop the missing functionality within the SATbill system.

SBS quickly developed the missing functionality within SATBill and had the system installed at SRH within a very short period. This included integration with SRH's SoftOne ERP system.

A comprehensive SATbill training programme was then undertaken allowing SRH to run SATbill in parallel with their existing system before going live. During this period SRH processed approximately 350,000 CDRs per month, which will increase to 500,000 CDRs after they go live.

The Result

The customised SATbill system reduced the billing cycle from 10-15 days to 4-6 days. Both existing and new services will now be billed from SATbill using significantly less resources. The cost to run the billing has been reduced, accuracy has improved dramatically and margin controls have been set up to improve profitability. Clear end-user invoices, traffic advices and cost overviews are now produced in a timely manner. Any new services that are introduced are implemented in SATbill by SBS in a very timely manner.

The Recommendation

“We chose Symbiosys Business Solutions as our business partner after conducting a market research and having met various suppliers. The reason behind our decision was that Symbiosys was able to meet the needs of our organization by providing a full package that could support all new services and upgrades in a user friendly environment.

The benefits that we have gained with the implementation of SATbill is that an efficient billing procedure has been established by a complete billing software with good support and reporting, thus saving time and money for our organization.

From our experience with Symbiosys during the planning, implementation, testing and support of the billing systems they proved to be our reliable business partners. They understood our company's mentality and business orientation in a very limited amount of time since they were well prepared and organized.

As the CEO and Chairman of SRH Marine Electronics, I would highly recommend Symbiosys Business Solutions for their professionalism, flexibility and support”

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Athina Vezyri , Chairman & CEO of SRH Marine Electronics S.A.