

## An Emerging Telecommunications Company Calls on DOC1® for Flexible Bill Formatting

*“We achieved an implementation that was in line with our estimates and our long-term costs will be dramatically reduced due to continued independence from professional services.”*

– Michael Stevens, Implementation Manager, ICG

### BACKGROUND

ICG Communications is a fast growing telecommunications company with a nationwide voice and data network serving more than 700 U.S. cities. ICG delivers products and services to its customer base of Internet Service Providers (ISPs), business customers and interexchange carriers through its national network.

According to recent studies, Internet access and hosting is expected to increase by an annual rate of 70 percent over the next five years. In the midst of this online revolution, ICG has positioned itself as a leading Internet enabler. The company is one of the nation’s fastest-growing, Internet infrastructure service providers to the ISP community. Since it began serving the ISP market in 1997, ICG has provisioned more than 590,000 lines to serve this customer segment. The company now provides Internet access to approximately 10 percent of the nation’s dial-up Internet traffic.

### GROWING PAINS DRIVE DECISION TO PURCHASE A NEW BILLING SYSTEM

To accommodate its rapid growth, ICG needed a flexible, scalable billing system and a robust composition system. Unfortunately, neither its existing billing system nor its document composition system were up to the task. After having programmers on site for 12 months and having spent 4 times the original estimate, neither the billing system nor the document composition system were in production on ICG’s AS400 platform. The billing project was behind schedule, so ICG decided to select new vendors for both its billing and its bill composition systems. ICG selected as its new vendors ADC Saville for its Consolidated Billing Platform (CBP) and Group 1 Software for its DOC1 bill formatting solution.

### FLEXIBLE BILL FORMATTING SOLUTION REQUIRED

Having selected new vendors, ICG needed to get its billing project back on track. In particular, ICG needed a composition solution that would:

- **Interface with ADC’s Saville CBP**
- **Output multiple print streams to support ICG’s printing, archiving and customer care requirements**
- **Allow rapid development of new applications**
- **Ease maintenance of dynamic customer documents**

DOC1 met and exceeded these requirements. ICG was also in good company, as DOC1 is used by telecommunications companies worldwide, including PSINet, Broadwing and Qualcomm, to create customer-friendly documents for their clients.



## RAPID APPLICATION DEVELOPMENT BRINGS PROJECT IN AHEAD OF SCHEDULE

DOC1 produced immediate benefits for ICG. The dramatic speed of implementation saved ICG thousands of dollars in training and professional services costs.

"DOC1's ease of use and Group 1's professional services team helped us deliver the application in a quarter of the development time from our previous vendor application – we were in production a month ahead of schedule," said Michael Stevens, Implementation Manager for ICG. ICG contracted the DOC1 Professional Services organization to help define the file format required from ADC and to develop some of the more complex conditional processing. Of the original estimate, only a quarter of the hours were used. "We had the DOC1 Professional Services team conduct a code review to ensure we'd followed best practices for DOC1 application development," said Stevens. "After completing a 3-day DOC1 training course, we were able to develop a test bill in only 8 weeks. We were in production within 10 weeks," continued Stevens. "We are all pleased by the speed of implementation and DOC1's ease of use," said Stevens.

## FLEXIBLE OUTPUT DELIVERS SAVINGS

ICG projects its billing volume to be about 4,000 documents per bill cycle, which will produce over 20,000 pages per run. The company expects to be running 8 to 9 bill runs a month, resulting in a total of 180,000 pages per month.

ICG's operations environment requires 3 different print streams from DOC1. For its print service bureau, which is "thrilled" with DOC1's output, according to Stevens, ICG delivers Xerox metacode. ICG archives AFP on its IBM On-Demand system, which handles reprints and allows ICG's Customer Service Representatives (CSRs) to view bills online in response to customer inquiries. For its large commercial accounts (which would get thousand-page bills if they were printed) ICG provides the bills in PDF and burns these onto CD-ROM.

ICG uses Group 1's Dynamic Internet Mailing Engine (DIME) option to split the PDF file into individual bills and then uses PCE (DOC1's post composition engine) to split the larger commercial accounts from the smaller bills. This work had previously been done by ICG's service bureau; DIME and DOC1 enabled ICG to reduce its dependence on its print bureau.

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In addition, ICG will eventually take advantage of DOC1's enhanced PDF, which includes bookmarks for easy navigation of complex documents, as well as URLs embedded in text to allow links to web sites and other customer documents.

## SIMPLIFYING COMPLEX MESSAGE CREATION

ICG prides itself on being able to tailor customized telecommunications solutions to fit customer needs. The company needed to customize bills with cross-selling and customer-care messages; as well as conform to stringent state public utility commission (PUC) requirements.

Using DOC1 is as simple as point and click to create different messages based on what state a customer lives in. DOC1 handles this conditional processing with ease; ICG could not create this logic easily in its previous composition system. Using DOC1, ICG produces customized bills for its customers in California, Colorado, Ohio, Texas, and parts of the Southeastern United States.

## BENEFITS

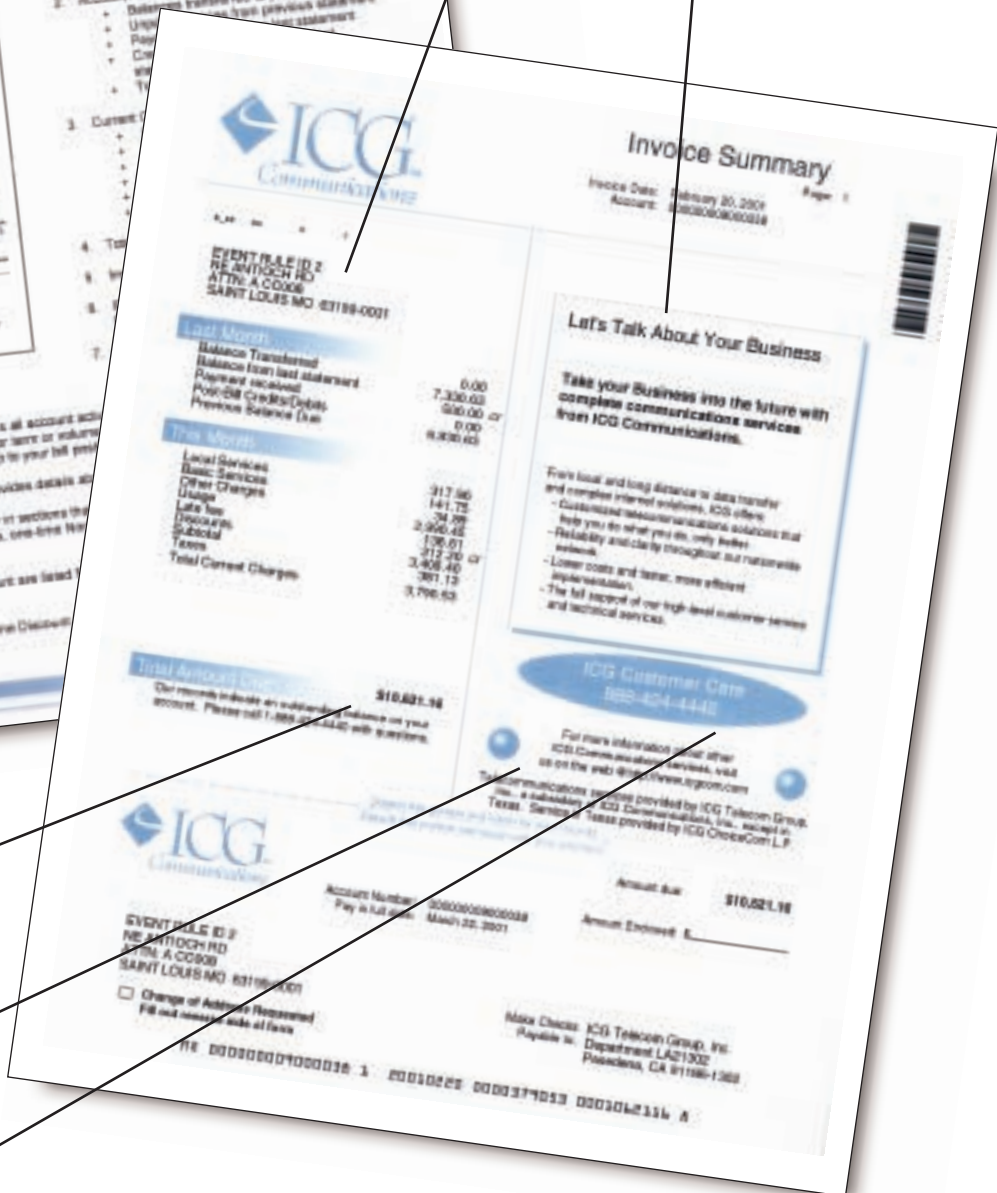
ICG's rapid growth required the company to seek a flexible and scalable document composition solution to produce its bills. DOC1 met these business requirements and has proven to surpass initial expectations by providing:

- **A flexible and easy-to-use bill formatting solution**
- **Rapid development and implementation of new applications**
- **Easy maintenance of dynamic customer documents**
- **Multiple output streams to support ICG's printing, archiving, and customer care requirements**
- **Faster time to market**



Easy-to-understand account summaries reduce billing-related phone calls

Targeted marketing messages upsell additional products and services



Clearly indicating amount due enables rapid payment

Customers can quickly find more information via the company's web site

ICG uses color to highlight customer care



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