

# Mobile Direct Overview



## Introduction

Mobile Direct is a fictitious telecom company. We will use Mobile Direct throughout the trainings to showcase how Aria Billing's services, plans, and billing capabilities can support a business.

## Building Mobile Direct in Aria Billing

Mobile Direct has decided to use Aria Billing to fulfill their business needs. To get Mobile Direct set up in Aria Billing, we will need to define these business needs:

- Define where, how, and to whom products are sold.
- Determine Mobile Direct's financial structure.
- Create services, plans, and related product and consumer structures.
- Implement billing, rate schedules, and taxation.
- Define and restrict access to Aria Billing based on roles.

By collecting this information, we can determine how to set up Aria Billing to fulfill Mobile Direct's business needs.



**Quick Tip:** *The implementation process will include coordination between Aria's teams and Mobile Direct's staff, identifying appropriate tasks, goals and participants at each phase.*

## Mobile Direct

Who is Mobile Direct?	Mobile Direct Inc. is a company that provides high-speed Internet, telephone, and digital cable TV services to its customers.
Where are Mobile Direct's products sold?	The company operates and sells its offerings in the United States and Canada.
How are Mobile Direct's products sold?	Mobile Direct targets both business-to-consumer and business-to-business markets. We will focus on business-to-consumer.
What are the needs of Mobile Direct's customers?	Mobile Direct needs to offer its customers their telecom services as well as comprehensive billing for the services provided.

## Finance

Setting up Mobile Direct's finance system involves:

- General Ledger codes
- Payment options and terms
- Account groups
- Event processing
- Dunning
- API calls
- Taxation of services
- and much more!

### Services and Rates

Next you need to configure Mobile Direct's Services and Rates by following these steps:

- Create and set up services
- Map services to subscriptions and add-on offerings
- Define rate schedules and surcharges
- Configure discounts and coupons

### Usage Services

When implementing Mobile Direct's usage-based services in Aria Billing, you will configure pricing rules, tier ranges, timing and handling of loading usage records, usage thresholds, and other considerations.

### Configuration Testing

Once the above configuration is completed, test accounts with varying characteristics should be created to test different scenarios and ensure the system is running smoothly and efficiently.

A successful test plan will include a wide variety of accounts, hierarchies, and billing transactions that result in correct account structures and properly handled transactions.

### Roles

Once Mobile Direct's components and structure are well-represented within Aria Billing, you will set up your customer support team by defining user roles and assigning staff members' accounts to those roles.

Customers will reach out to Mobile Direct with requests on a regular basis, and representatives will be prepared to perform tasks in the Aria Billing system to accommodate them.

### Start Using Mobile Direct

Congratulations! You just set up all of the features that enable Aria Billing to manage and optimize Mobile Direct's billing, customer relationships, payment collections, marketing, and reporting capabilities.

You're now ready to start utilizing Mobile Direct in Aria Billing. Throughout the remaining training courses, you can use Mobile Direct to work through the different exercises discussed.