

A NEW DAWN IS RISING AT AURORA!

Following the acquisition of Alternative by the Daisy Group, Aurora Kendrick James is pleased to confirm that it will continue to trade under the Aurora brand name and remain independent of the group owner.

Aurora's Managing Director, Derek Watson has confirmed "With the Daisy acquisition now finalised, it is our vision to revolutionise the billing market and become the UK's best billing platform. Aurora is investing heavily in our Affinity billing platform with a raft of new innovative products to be released".

STRONG INVESTMENT FOR THE FUTURE

Aurora is implementing a long term investment program which will ensure the Affinity billing platform maintains its position as the market leading billing solution for high end customers and is also aligning with a greater proportion of the target billing market.

Investment in Aurora's people is another key area of activity and fundamental to Aurora's growth plans whilst still delivering a robust and knowledgeable customer service and has a committed strategy to achieve this.

Significant investment is expected to enhance Aurora's supplier integrations to extend the single key provisioning to billing capability across a greater range of products and suppliers. Affinity's cloud billing capability will also see further investment, as will the product plan, which has always been fine-tuned by the customers' needs.

Aurora's data centre hardware is also receiving investment and upgrades have been made to allow three times the number of customers who are currently hosted using the Affinity bureau billing services. Facilities offer the latest high performance systems which enable market leading processing times for customers. Even Aurora's largest customers should expect their call rating activity to complete within a two hour window.

AFFINITY SYSTEM ADVANCES

Aurora has also been developing several system capabilities which will increase customers' productivity and ensure they are able to get new products to market quicker than their competitors.

Powerful billing functions will allow customers to alter the packages to best suite their usage profile. This means customers can offer their customers the best tariff management facilities available on the market, and is proving a key customer USP, enabling them to win business in areas where service and value for money have prevented them from winning before.

Other exciting developments include a market leading revenue assurance and bill shock prevention system, far in advance of facilities offered by traditional network suppliers which can be fine-tuned to the individual needs of the end customer. This facility is capable of alerting targeted usage via email and SMS, and can also enact network bars to reduce further exposure of exceptional usage.



AURORA

Aurora has also enhanced Affinity's reconciliation facilities to allow customers to match their supplier invoices to the charges they are passing on to their customers. This leads to more accurate billing and automated systems for initiating and ceasing charges based on supplier feeds.

Increasingly, Aurora's market knowledge in the billing sector is also being valued, with many customers choosing to include industry leading consultancy as part of their billing service. This enables them to be ahead of the curve, getting new products to market, and get the inside track on industry changes such as EU regulations and self-bill.

Derek finished saying "Aurora is an exciting place to be right now and we are looking forward to sharing further updates in the near future. Watch this space!"

ABOUT US

Aurora Kendrick James Limited (Aurora) provides telecoms and ICT resellers, managed service providers and carriers throughout the UK and Europe with Billing Software Solutions.

We specialise in delivering accurate and simple solutions that help streamline processes, reduce costs, and increase profitability for typically complex billing products, such as mobile, fixed line data and cloud.

