



# ARPU AND ASPU TRACKING

**ARPU and ASPU tracking** forms part of the Analytics solution. An organization's Average Revenue Per User (ARPU), and Average Spend Per User (ASPU) are key metrics that show progress against monthly targets ever day of the week.

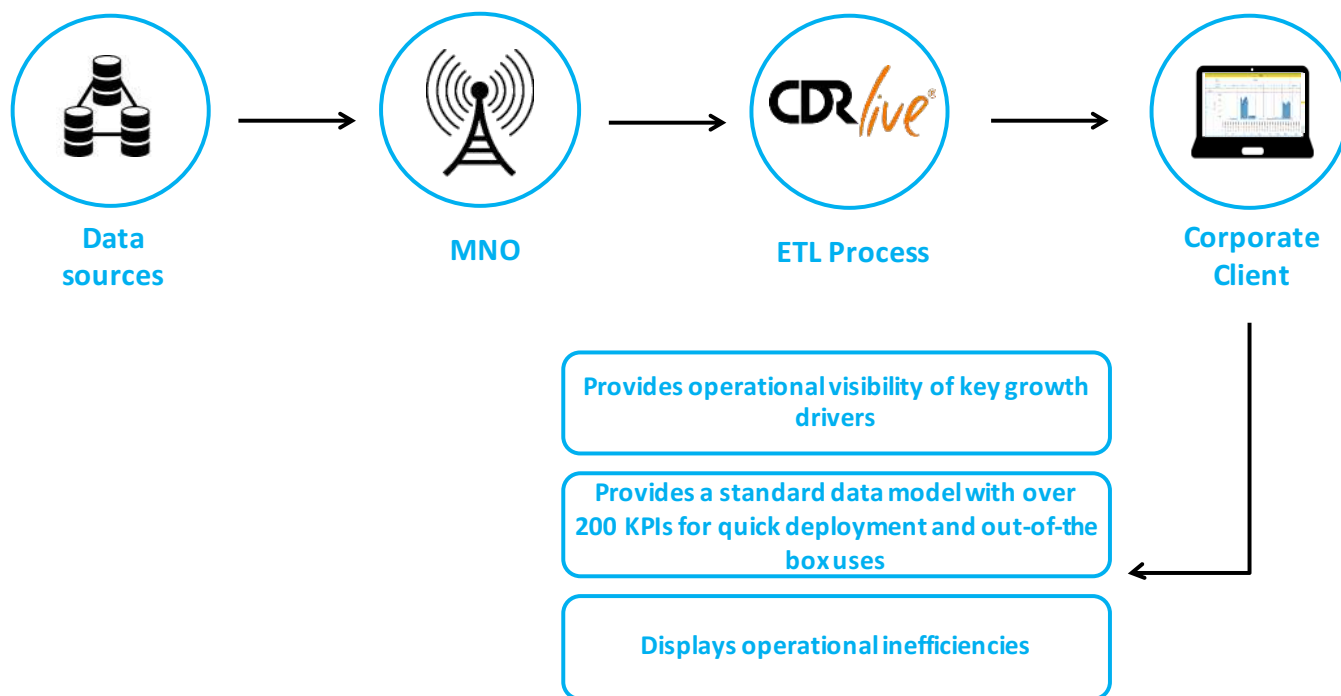
## Key Features:

- ✓ Delivers daily ARPU and ASPU trends.
- ✓ Provides a consolidated view of customers' key indicators and drivers.
- ✓ Tracks monthly targets on a daily basis.
- ✓ Supports critical subscriber profitability monitoring per usage.
- ✓ Enables service innovation by providing executive decision support metrics that connect to operation intelligence metrics.

## Benefits:

- ✓ Provides the operator with a means to build their network according to their growth potential.
- ✓ Enables operators to bill for the correct product/ service by adjusting the relevant metrics.
- ✓ Enables operators to bill for the correct amount by adjusting the pricing.

## How it Works:



## About Adapt IT

Adapt IT is a leader in ICT (information and communication technology) market through the provision of turnkey solution to the Education, Manufacturing, Energy, Financial Services, Hospitality and Telecommunication sector, employing over 1000 technology professionals and servicing more than 10 000 customers in 40 countries.

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