

Telcordia® Converged Applications

Telcordia® Converged Applications are a ready-to-deploy set of carrier-grade services that enable you to rapidly and reliably spin up new streams of revenue. Delivered on the Telcordia® Converged Application Server, these feature-rich services make getting to market faster, simpler, and more cost effective. And you can bundle our services with the complementary services that you or your partners create to differentiate your offering even more.

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Speed new revenue-generating services to market

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Reduce churn and attract new subscribers

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Cut the cost and complexity of service deployment

- ▶ The competition for every subscriber dollar is intense. So operators invest heavily in trying to increase average revenue per user and decrease customer churn. At the center of those efforts is the delivery of new services — services that excite current subscribers, and have the kind of appeal that will get potential customers to sign on the dotted line.

But as every operator knows, launching a profitable new service is easier said than done. There are a lot of important factors to consider that go beyond just customer appeal: Can our infrastructure support it; will it work across devices and networks; how will we charge for it; and will it be reliable? Get the answers right, and you dramatically increase your chances of success.

FAST TRACK YOUR NEW SERVICES

Telcordia Converged Applications give you a collection of proven, off-the-shelf services you can take to market quickly and with confidence, helping you generate new revenues and increase customer loyalty. With pre-integrated components, these services make the most of your network infrastructure, and reduce the time, the cost, and the complexity of deployment.

ADVANCE YOUR PORTFOLIO WITH OUR SERVICE DELIVERY ENVIRONMENT

The Telcordia Converged Application Server provides the foundation for speeding new services to market. Supporting it is an integrated environment that helps you create and deliver a wide range of content and converged data services, giving your marketing department a powerful tool for turning their best ideas into revenue-generating realities.

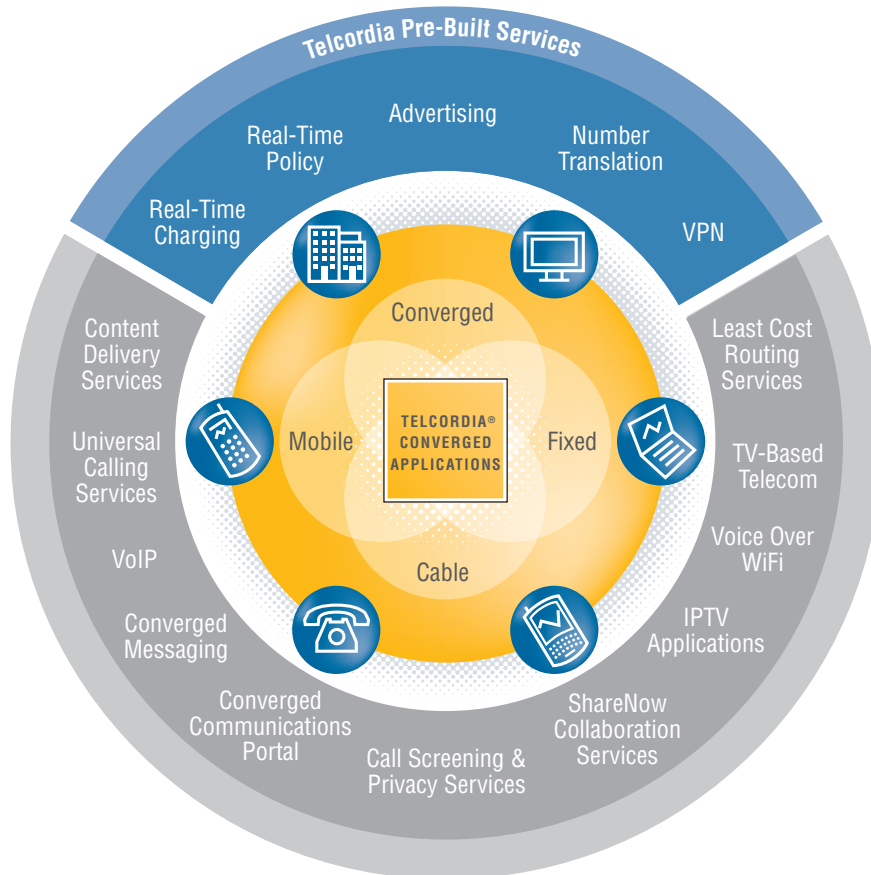
Our Converged Application Server is standards based to accommodate a myriad of applications and to integrate easily into a variety of existing network types and BSS/OSS environments. Our Converged Applications offering provides other features that complete the package, so you can effectively monitor, measure, and manage your new service deployments, including:

- Centralized service logic control
- Integrated real-time charging capability

THE TELCORDIA SERVICE DELIVERY SUITE

- The Telcordia Service Delivery Suite provides a set of service creation, charging, and policy control solutions that allow you to create, test, deploy, and monetize advanced services for fixed, mobile, and converged networks. Built upon our service delivery platform, the suite gives you a faster, more cost-effective concept-to-cash cycle, so you can deliver the experience that differentiates your offering and create new revenue streams.

Converged Applications: A World Of Services



- A centralized subscriber database for managing customers and services across network domains
- Key Performance Indicator (KPI) reporting of network performance
- Market adoption and other intelligence data
- Access to relationships with third-party content providers.

GENERATE REVENUE QUICKLY WITH PRE-BUILT, READY-TO-DEPLOY CONVERGED APPLICATIONS

The underpinning of our pre-built offering is a collection of services with wide applicability and customer appeal.

Telcordia® Real-Time Charging – Design and manage advanced services, rate plans, and promotions with a flexible, affordable convergent charging solution that can handle the demands of prepaid-postpaid, voice-data-content, fixed-mobile-cable, and circuit-packet convergence.

Telcordia® Real-Time Policy – Put users at the center of their experience by allowing parents and companies to tailor their usage policies to their unique set of circumstances.

Virtual Private Networks – Give enterprise users greater connectivity and control with advanced features like abbreviated dialing, closed user groups, and call and spending restrictions.

Number Translation – Help phone-based commerce subscribers better direct incoming calls to freephone, premium rate, and non-geographic numbers, including management based on time-of-day, originating calling areas, or emergency handling criteria.

Advertising – Enable two-sided business models with real-time selection and delivery of advertising on an opt-in basis while fully protecting customers' privacy and wishes.

DIFFERENTIATE YOUR OFFERS WITH OTHER SERVICES DEVELOPED BY TELCORDIA, OR YOUR PARTNERS

The ubiquitous deployment of our Converged Application Server has led to the creation of a collection of applications that you could add to your own service portfolio.

Converged Communications Portal – Give subscribers access to a Web portal where they can manage their own fixed, mobile, and IP communications services and integrate them with desktop and office applications.

TV Caller ID and Advanced Telecom Services – Give subscribers the flexibility to view Caller ID on their television screen and to accept, forward, or save call information using their TV remote, with full call-management capabilities, including click-to-dial from call logs and contact lists.

IP Telephony (VoIP) – Offer a comprehensive set of Session Initiation Protocol (SIP) voice features, including caller ID, calling name delivery, call forwarding unconditional/voicemail, directory assistance and operator services, international call blocking, and more.

AT A GLANCE

Telcordia Converged Applications give you off-the-shelf solutions that help you:

- Take new services to market quickly
- Mix and bundle to generate new revenue
- Deploy services across any network
- Increase loyalty and average revenue per user
- Control infrastructure costs.



Find-Me/Follow-Me Service – Simplify subscribers' lives by giving them the ability to consolidate all their personal telephone numbers into just one number and manage the rules for that number via Interactive Voice Response (IVR) or the Web.

Least-Cost Routing Services – Save subscribers money by providing routing instructions based on the least expensive carrier available to the specified destination.

Call Screening and Privacy Services – Allow a subscriber to protect their privacy by controlling outgoing and incoming calls based on variables such as the time, the day, or on lists of screened numbers.

Business Numbers – Allow business users to develop and manage their own call routing plans for freephone and other business numbers.

Fixed Mobile Convergence – Provide a seamless user experience across multiple networks, technologies, and devices. Enable multimode devices to operate across mobile and IP networks, including IMS and WiFi.

Number Portability – Allow users to maintain their telephone numbers when moving from one fixed or mobile operator to another.

- **GET IT RIGHT**
- With the expertise to
- solve the world's most
- complex communications
- challenges, Telcordia is
- known for helping its customers
- get it right so they can reap the
- greatest business benefits.
- Our Service Delivery Suite is part
- of our broad offering of products
- and services designed to help
- you operate more efficiently, drive
- revenues, and deploy innovative
- new services.

EMPLOY A COMPREHENSIVE APPROACH TO SUCCESS

Your path to achieving your service delivery goals is yours alone. Perhaps you just need a single off-the-shelf application to round out your portfolio of services. Maybe you need to customize and bundle a set of services to answer a threat from a competitor. Or possibly you have a whiteboard full of brilliant service ideas, but need an efficient, reliable way to implement and charge for them across your network. One thing is certain: your profitability will be affected by your ability to control your costs and increase the speed of your implementation.

Whatever direction you choose to pursue, Telcordia Converged Applications and Converged Application Server can help you achieve your aims with solutions that are standards based, battle tested, and ready to go to work for you today.



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