

For example, the Next Generation Prepaid solution can enable you to capture new revenues by offering payment services to mobile prepaid users. They could pay a bus fare or for a magazine, or perhaps a video or a concert, and you get a piece of each purchase. The solution can also allow you to promote new services with targeted market trials of limited duration. You can promote add-ons and impulse buys to targeted segments of your user base, and offer premium and limited versions of services to different users. In the end, you have the flexibility to rapidly create it, promote it, and charge for it.

GENERATE NEW AND DIFFERENTIATED SERVICES

A unique part of the Next Generation Prepaid solution is our Service Creation Environment, which enables you to continuously roll out new services to set your offering apart from competitors. This is especially important in areas where users sometimes use more than one prepaid provider. You want them to spend as much time on your network as possible and “keep the SIM in.” And creating a first-to-market advantage improves your bottom line by helping you attract new customers, while giving you the added benefit of charging a premium for new services.

CREATE AND MANAGE NEW RELATIONSHIPS

With the exponential growth in mobile broadband, communications service providers (CSPs) are seeing unprecedented competition from non-traditional sources offering content, media, and applications. Service providers globally are seeking to create new relationships and support new business models to effectively compete, and even partner with, these new competitors. A stumbling block for many operators is the lack of flexibility in their legacy business

systems. The Next Generation Prepaid solution is designed to allow customers to rapidly support new business models, either directly through our flexible configuration interfaces, our powerful Service Creation Environment, or through web services APIs. Prebuilt capabilities like revenue-sharing rules and sponsorship rules enable the rapid turn-up of offers and promotions with third parties, turning competitors into partners and creating new revenue streams.

MANAGE OPERATING COSTS AND PROTECT YOUR BRAND

The benefits that a solution provides a company cannot come at the expense of the people who have to deploy it and manage it day to day. The Telcordia Next Generation Prepaid solution is proven in cost-sensitive markets where reliability is a priority. The solution is highly scalable and provides carrier-grade operations features such as geographic distribution, making it much easier to manage than many traditional prepaid systems. In addition, it is known for being a highly reliable platform that provides extremely accurate balance, account, and usage information, which makes customer care easier and increases customer satisfaction. With features for geographic redundancy and system availability approaching 99.9999 percent with no planned downtime ever, you can protect your brand by delivering a superior customer experience that is always on and always available.

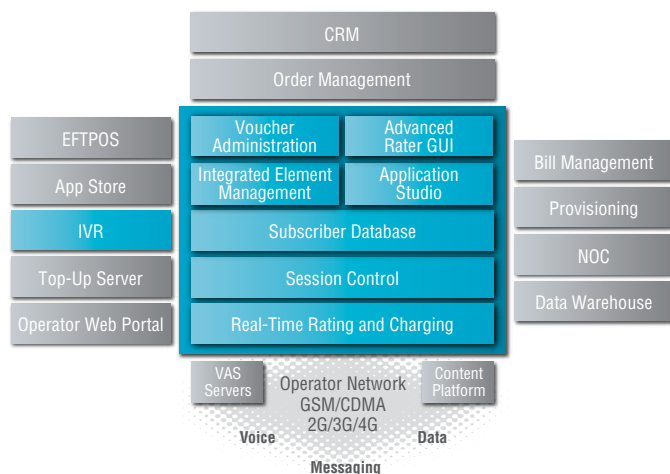
OPERATIONALIZE INNOVATION

Often, the needs of marketing and senior management can put extreme pressure on IT and engineering to deliver and maintain new services. The Next Generation Prepaid solution helps reduce the load by combining the power of our Service Creation Environment and the flexibility of our rules-based Advanced Rater. Together, with intuitive and easy-to-use graphical user interfaces, they help you quickly create services and develop and deploy price plans, tariffs, bonuses, promotions, and new, and often very sophisticated, offers. Built on the stability of the Converged Application Server, the solution allows you to meet marketing and management needs without compromising your network, and allows you to manage change without relying on a vendor. In the end, it helps you operationalize the process of innovation.

TRUST TELCORDIA EXPERIENCE

More than 250 million users across the globe are currently using the Next Generation Prepaid solution from Telcordia. With near 99.9999 percent availability, no planned downtime, and proven in-service deployment of over 100 million users, it's tested and true. It gives operators new ways to attract and upsell prepaid customers, while providing a solid platform for embracing change as an advantage.

Next Generation Prepaid Architecture



What problems do you need to solve?

Our Next Generation Prepaid solution enables online charging for voice, messaging, data, video, and content. By integrating with your existing BSS, you can offer innovative charging to all your customers. Here are some examples of how you can use our application server-powered charging solution to deliver the experience that differentiates in your market.

PAY PER PERIOD OF USE

In some circumstances, it is important to be able to offer very fine-grained packages for data usage, for periods of time ranging from a day to as long as months. For example, when selling a high-value premium service (like access to real-time streaming video of a major sports event) units of a single day are suitable. However, a week may be more appropriate for a trial subscription to a data access service. The operator defines the duration for the package and can then use a multitude of rating features for the duration of the package (for example, one-off fees, usage charges, overage charges, discounts, bonuses, etc). And as the subscription is nearing its end, the system sends a notification to the user.

CREATE COMMUNITIES

Social networks have become an extraordinarily popular mechanism by which people can interact and develop communities around similar interests. Successful social networks have proven to have very loyal members. Operators can create a community where users with common interests join for a one-time or recurring fee and in return receive lower rates or discounts for calls and messages between community members. Establishing communities enables a mobile operator to attract new subscribers, increase usage, and drive intense loyalty.

DYNAMIC DISCOUNT PLAN

By offering discounts for usage in cell sites with low utilization, dynamic pricing can increase profitability, reduce capital expenditures, and reduce churn. Dynamic pricing enables operators to better utilize network resources and provide more competitive price options to their subscribers. Subscribers receive cell broadcast messages advertizing the discounted rates, and when placing calls, receive an advice of charge to reinforce the savings.

CROSS-PRODUCT PROMOTIONS

When introducing a new service, it can be important to promote it in terms of something the customer already values. This usually means promoting a product using bonuses applied to different products. This can only be done if all the products involved are being charged on the same system. This type of

award provides a powerful incentive for subscribers to try and buy new services.

NEW BUSINESS MODELS

Operators can make money from over-the-top commercial transactions by allowing users to charge purchases to their phone accounts. By providing a web services charging API, the operator can allow third parties to charge purchases to the user's prepaid account, and receive immediate confirmation of the charge. The operator can charge a transaction fee or share the revenue with the third party. In addition, the operator can provide the user with the convenience of paying from their prepaid account and can also apply user preferences and policies — for example, by applying limits on the size of individual transactions or a monthly limit on purchases.

SECURE MVNO AND MVNE OPPORTUNITIES

Many developed markets have proven the business case for supporting MVNOs to generate growth and drive profitability through market segmentation. And many developing markets are now opening up to the opportunity. Telcordia Next Generation Prepaid is designed for multitenancy, and with years of experience supporting MVNO and MVNE business models, our solution allows operators to enable their MVNO partners to differentiate their brands from each other and from the operator, reducing cannibalization and maximizing combined market reach.

CONTINUOUS INNOVATION

Time-to-market is proving to be a real advantage in today's hyper-competitive markets. It can fuel the profit engine by leveraging the first-mover advantage and attract and retain subscribers by offering a continuous flow of new and differentiated offers, promotions, and services. Our customers have proven that the flexibility of our Advanced Rater, with its graphical user interface, can satisfy more than 90 percent of marketing's requests, and our powerful Service Creation Environment can rapidly satisfy almost all the remaining requests through onsite service creation. This means you can rapidly and cost-effectively differentiate yourself in the marketplace with a continuous stream of new offers, promotions, and services.



Features & Functions

FLEXIBLE RATING AND PROMOTIONS

- Voice, SMS, and data price plans
- Prepaid and postpaid accounts
- Real-time balance management
- Dynamic balance and usage buckets
- Flat rate and usage-based charging
- Subscriptions
- Telescopic rating
- Balance-dependent rating
- Location-based charging
- Roaming
- Tiered rating and discounts
- Fixed and usage-based discounts
- Sponsorship rules
- Revenue sharing rules
- Bonus rewards
- Cross-product promotions
- Promotional rate plans

PERSONALIZED CHARGING AND POLICY

- Friends & Family
- Communities
- Special date rewards
- Home zone
- Spending limits
- Loyalty programs
- Inbound and/or outbound screening
- Multi-user accounts

RULES-BASED RATING ENGINE

- GUI-based rules editor
- Functional rating
- Rule versioning
- Rule validation and activation
- Table-based pricing and reference data

ADVANCED SERVICE MANAGEMENT

- Account lifecycle management
- Mobile number portability
- MVNO capabilities
- Call detail records
- Subscriber alerts

VOUCHER MANAGEMENT

- Voucher-generation tools
- Bulk-load tools
- Recharge through IVR, SMS, API
- Bonuses awarded on recharge

CUSTOMER SELF-CARE

- Text
- Interactive USSD menu
- Interactive voice response
- Operator web portal
- Balance transfers and inquiries

SERVICE CONTROL AND CHARGING

- Voice, messaging, and data
- Event and session-based charging
- Content charging
- IS-41/IS-826 voice
- CAP2 & CAP3 voice
- CAP3 MO SMS, GRPS
- Diameter PS (Gy/Ro), SMS charging, MMS charging
- Web services charging
- Offline charging

SERVICE CREATION

- GUI-based service creation environment (SCE)
- Data management, CDR generation, and alarm generation integrated into SCE
- Deployment tools, including testing, timed activations, rollback

CONVERGED APPLICATION SERVER

- COTS hardware based on IBM blades, delivering an industry-leading price/performance advantage
- High availability framework delivering near 99.9999% availability, with no planned downtime — ever
- Proven in-service scalability from less than one million to more than 100 million subscribers
- Overload controls, logs, alarms, and measurements
- Integrated element management system
- Centralized backup and restore
- Data and reporting system



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