



## EXPERT OPINION:



## Are you content with your content partnerships?



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Billing generally remains the jealously guarded preserve of the operator but, as Andreas Freund reports, with new and untested content partners joining the delivery chain billers need the right tools for third party settlement.

That qualification rules out some legacy billing systems straight away. So what scope is there for transaction data sharing? How are service level agreements (SLAs) developing? How do content and service provider relationships differ from interconnect partnerships? And does the industry need settlement audits and formalised dispute resolution procedures?

In short, how should we cope with a mobile world where more and more parties are getting involved in smaller and smaller transactions?

The suite of real-time billing solutions offered by Orga Systems, contains the advanced data charging solution Media Control Point (MCP™), to cope with this new mobile world. In order to encourage adoption of mobile data and multimedia services over new networks, the MCP™ increases flexibility and versatility in its data charging models.

#### Revenue assurance too

Besides this, our real-time charging solution offers effective revenue assurance and the ability to launch convergent pre-paid/post-paid solutions. Orga Systems' MCP™ – as a carrier-class solution based on the DIAMETER charging protocol – delivers a real-time charging and mediation platform for both messaging (SMS/MMS) and 'always-on' IP (GPRS/EDGE/HSDPA) data sessions.

Advanced real-time data charging enables communications service providers to roll out new IP/data applications and mobile internet services on the basis of differentiated charging models. At the same time it secures existing revenue sources. All operators' IP network elements and application servers with billing and business support systems can easily be integrated.

Orga Systems MCP™ is pre-integrated with the OPSC® Real-time Billing System and can be deployed in accordance with the latest 3GPP reference architectures for online charging which standardises DIAMETER as the leading IP/data charging protocol.

#### Customer experience as one key element

The Media Control Point (MCP), includes a new set of customer experience functions. Mobile operators can now actively support their customers using high quality, value-added services at the exact moment of action.

One of the greatest challenges in the market for next-generation content services is improving customer satisfaction with the quality of service as well as the billing process. The key to a positive customer experience is the ability to communicate with the user during his or her service action. Our MCP gives mobile providers



the power to interact this way, which results in the cultivation of stronger customer loyalty.

The integrated advice of charge and redirect functions allow mobile network operators to support and guide their customers in an interactive fashion. For instance, the price of a service can be displayed before the customer downloads it. Or, if a customer's account balance is not sufficient for the service he is attempting to buy, he may be referred to an account recharge page. The operator can manipulate all these functions in real time, thus ultimately enhancing customer confidence, as well as increasing revenue for the business as a whole.

With the MCP, Orga Systems offers a standardised solution for high performance data charging which is pre-integrated into the OPSC real-time billing system. It enables mobile network operators to integrate all IP network elements and application servers into their specific billing and business support systems quickly and without difficulty. The MCP functions as a platform for data mediation and charging (SMS/MMS), value-added services and 'always-on' sessions (GPRS/EDGE/HSDPA).

#### Charging context-aware mobile services as one example for third party integration

Orga Systems has developed new convergent online charging mechanisms to handle charging of context-aware mobile services. These mechanisms have been achieved within the ongoing research project, Local Mobile Services (LOMS) being part of the ITEA programme on Information Technology for European Advancement.

Finding a way to allow mobile network operators (MNOs) to open up networks to third party service providers – a necessary factor to delivering innovative services quickly and effectively, yet retain a single bill for all services – has been the key challenge to overcome. A special focus was put on innovative personalised and context-aware services, which include location information and the mobile user's preferences. Orga Systems proposed a series of interfaces to allow third party service providers to charge their customers via the MNO's existing charging and billing system. The presented interfaces are built upon international standards like IP Multimedia Subsystem (IMS) and Parlay X, are implemented as Web Services, and are fully applicable in SOA-based environments.

Within the LOMS project Orga Systems is teaming up with several companies and research institutes to define and develop open service architectures for seamless deployment of localised mobile services.

We are committed to progressing next generation products and customer-specific solutions in cooperative research projects. With a dedicated team of onsite researchers and developers, Orga Systems continues to explore future technologies in cooperation with experts from related industries. Participation in international projects allows the company to stay ahead of emerging market trends.

Orga Systems believes that easy to use convergent online charging mechanisms will boost the revenue of MNOs when offering context-dependent third party services for dedicated user communities.

#### How standards help and hinder


Standards can both help and hinder the creation of viable billing solutions. On the one hand standards may be developed far away from the actual use of the products they set conditions for. On the other hand, standards help to use pre-existing solutions and provide interfaces, from one system to any other.

For example, Orga Systems' interfaces are built upon international standards, such as those specified by 3GPP for IMS, like IP Multimedia Subsystem (IMS) and Parlay X and are implemented as Web Services. Therefore, they are fully applicable in SOA-based environments. In terms of revenue management, Orga Systems refers to TM Forums NGOSS – eTOM, SID and TAM as a frame for standardisation.

#### Important trends in the coming years

Network optimisation and innovative personalised and context-aware services will be very important trends in the coming years. Easy to use convergent online charging mechanisms will boost the revenue of MNOs when offering context-dependent third party services for dedicated user communities.

That's why Orga Systems takes a share in exploring future technologies within the pan-European research project LOMS, looking into methods and tools for the development, deployment and use of context-aware mobile services.

Within the project Orga Systems has developed new convergent online charging mechanisms to handle charging of context-aware mobile services. To allow mobile network operators to open up networks to third party service providers is one necessary factor for delivering innovative services quickly and effectively. Orga Systems has proposed a series of interfaces to allow third party service providers to charge their customers via the MNO's existing charging and billing system. 

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