EXPERT OPINION:

Achieving profitable growth by simplifying complexity
Real time is the key

One challenge for mobile operators worldwide is achieving profitable growth and reliable revenues from mobile broadband and next generation data services. Bandwidth-demanding applications offered on an "all you can eat" basis are not the sustainable way forward. New and highly personalised services are needed to unlock the full revenue potential of bandwidth sensitive data services. Key for all this is real-time policy and charging control as well as active mediation.

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Active mediation and charging control

Next generation mobile data services are the future source of revenue while voice revenues are in decline. Fighting for new subscribers, most appealing services need to be launched faster than ever and with a wide choice of personalisation and bundling. Network capacity and profitability are key issues for operators when launching new bandwidth-demanding applications. Subscriber awareness and cost control in real time are a must to prevent the mobile "bill shock" and to meet regulatory terms.

Orga Systems' next generation policy management and charging solution enables operators to maximise their mobile broadband and data revenue streams. Fine-grained policy management, active mediation and real-time charging control for all services fight revenue leakage, limit network investments and drive uptake of new services.

Real-time policy management

Orga Systems offers the Next Generation Control Point (NGCP), helping operators to manage complex subscriber profiles and charging rules for all services across all networks for pre and postpaid subscribers. Charging with a high level of differentiation and a fine-grained policy management allows controlling bandwidth-demanding applications like "peer-to-peer" file sharing. At the same time, additional revenues can be generated by new individualised service offerings.

One single platform for policy management, active mediation and charging control meets Tier 1 operational requirements as well as start-ups' needs for long term scalability. NGCP is compliant to 3GPP specifications and pre-integrated with Orga Systems' real-time charging and billing solutions. Orga Systems' Next Generation Control Point helps operators to benefit from personalised usage rules and differentiated charging for all services across all networks for pre and postpaid subscribers. With its modular architecture, NGCP unifies policy management, active mediation and charging control in one single platform. Enabling mobile broadband, advanced customer experience as well as individual real-time policies, NGCP generates additional value for key offerings. In line with Orga Systems' strong charging expertise, NGCP vitalises advanced policy management and total charging flexibility at the network edge.

Seamless subscriber notification in real time

In today's market, differentiation and customer focus are crucial. More than ever, operators require an effective communication channel ▶

through which they can reach subscribers in order to hold on to their market shares and ensure long-term revenues. Communication service providers need to start investing in real-time communication and customer interaction capabilities, because their subscribers want and need seamless mobility, convenient services and full cost control. Intelligent management of multiple event sources is the crucial factor to be tackled. As the specialist in real-time charging, Orga Systems has deployed the world's first system providing seamless subscriber notification through perfect processing of different event sources. This solution informs subscribers in real-time about relevant account information, thus giving them full control. Integrated rule-based filter mechanisms ensure the highest level of customer satisfaction. Subscribers will always feel well-informed and operators will create a closer customer relationship through continuous communication.

Intelligent subscriber notification
Built around a central hub, Orga Systems' customer communication platform (CCP) matches subscriber-related events and parameters with predefined notification messages. Additionally, CCP supports multiple communication channels for these messages and allows control over their delivery time or time period. It is specifically designed for integration in convergent networks, a fact which makes it a valuable add-on for real-time charging and billing systems.

As continuous interaction is the key, CCP boosts the success of marketing activities and creates instant revenue opportunities. It is a powerful platform for mass marketing campaigns. Use cases range from simple notification algorithms to indicate a reached credit limit to new product offers and valuable account information, personalised for the individual subscriber. Highly personalised one-to-one promotions, e.g. happy hour promotions, individual anniversary campaigns, special roaming offerings and location based promotions can be launched easily and help to establish a closer customer relationship.

Personalised broadcasting channel
Today, the majority of operators plan to greatly increase the amount of messages they broadcast. Millions of personalised notifications, which usually include actual usage and balance information, have to be sent out in an efficient way. In this context, the high performance capabilities of CCP play a vital role. The solution offers dynamic transmission sequences with a configurable, automated selection of alternative

delivery channels. In addition, individual messages in different languages or even dialects can be sent to specific subscriber segments. CCP encourages spontaneous impulse buying and fosters cross-selling and up-selling opportunities, especially when customers are most receptive: just at the moment when they are "online" and when targeted offerings match their individual usage behaviour. Therefore, CCP takes advantage of its built-in real-time functionalities that fuel direct customer engagement.

High-performance message broadcasting
With Orga Systems' CCP, communication service providers can distribute messages and simple notifications when customers reach their credit limit, when the provider offers new products or services, or when relevant account information is available. Through its intelligent rule-based information handling, CCP informs subscribers about relevant information in real-time, thus giving them full control over their accounts. Integrated filter mechanisms help to assure the highest level of customer satisfaction.

Customer information and notification in real time, as well as dynamic transmission sequences with an automatic selection of alternative delivery channels and individualised or group-specific messages are two main advantages that are made available to operators by Orga Systems' solution. The multi-delivery-channel support, e.g. USSD, SMS, IVR and e-mail is another.

The solution enables subscriber communication based on configurable rules, events, times or dates, combined with message load throttling. As the CCP is pre-integrated with all Orga Systems' products and perfectly synchronised with its wIQ and OPSC Gold, the integration of billing, CRM, customer care or other delivery channels via standard Interfaces (XML, HTML, SMPP, LDAP) is done easily.

The individual subscriber is the key
Whatever operators plan or do to keep existing customers, win new ones or increase revenue - they not only have to take the individual subscribers into account but they have to communicate with them. Subscribers need to be informed about services, prices and events around their account. Operators need to take this into account when investing in new equipment, new services and promotional campaigns. Thus, successful operators keep listening to their customers and learning from them what they need and want. ▉

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