



? Why Redknee?

Differentiate customer experience through personalized offers, interactions on Social Channels, differentiated cost control, real-time notifications, instant activation of services.

Increase revenue of all types of customers and services with value-based pricing models for pre-, postpaid and hybrid scenarios.

Increase marketing agility with contextual, personalized smart campaigns based on real-time customer, network and device-based insight.

Go to market faster using pre-packaged and pre-tested out of the box software templates and tools to customize and accelerate service and offer provisioning.

Improve cash flow with threshold-activated payments and notifications enhancing flexibility for operators and customers to define charging and payment terms.

Simplify network operations by consolidating policy and charging control systems into a single solution.

Launch VoLTE services faster with an Adjacent Policy solution to offer HD Multimedia and OTT services.

Real-time Integrated Policy and Charging

Data Monetization

Redknee Unified meets the specific needs of today's service providers—from Tier 1's and group operators to MVNOs to telco IOT needs—to deliver real-time, integrated policy and charging capabilities quickly and cost-effectively in order to generate new revenue streams, increase profitability and ultimately enhance the connected customers experience.

With over 40 commercial deployments and the largest deployment supporting over 100 million prepaid and postpaid subscribers to monetize data Services, Redknee Unified extends beyond a traditional Online Charging Server by offering rating and charging of content, such as video downloads; calls and broadband access data services and OTT services and instant messaging regardless of pre- or post-pay status. Overall, customer experience is improved by having simpler and more transparent processes, real-time personalized notifications and offers and providing customers real-time access to their balances and any relevant information.

› **Make the Customer Experience Social**

Simply approaching customers with new bundles and tariff promotions with traditional sales channels is no longer a sufficient sales and marketing approach. Key to success is meeting the needs of every small customer group. This means delivering targeted offers and recommendations versus a "one size fits all" bundle.

A critical channel in digital commerce is social media. Redknee Unified Social creates a powerful end-user experience by empowering customers to use social channels such as Facebook and Twitter to make purchases. Along with buying, customers can recommend offers to their social connections, which is a powerful channel for viral marketing.

Self-care is also a must-have for today's digital customer. With Redknee Unified Social, customers have immediate visibility into history, available offerings, access to billing statements, fees and charges.

› **Increase Revenue via Smart Pricing**

Faster time to revenue starts with being able to quickly define and launch targeted, differentiated marketing campaigns via multiple channels. Redknee Unified Charging enables service providers—specifically marketing and product teams—to achieve cross-service campaigning while gaining immediate insight into campaign success. Time to market is further accelerated with out-of-the-box marketing use cases designed for quick introduction of new services, such as:



Highlights of Redknee Data Monetization Suite

Convergent Charging and Rating

- › Convergent rating
- › Real-time subscriber profile repository
- › Customer hierarchies
- › Pre-integrated with policy control
- › Call Control, ngIN services
- › All features out-of-the-box
- › Hadoop®-based event history database for reporting and Analytics

Unlimited Scaling

- › Linear up to 1Giga trans/hr
- › Low footprint x86 blades

All Real-Time

- › Real-time balance control
- › Real-time loyalty rules
- › Real-time campaign execution
- › Real-time payments
- › Subscription in real-time
- › Real-time reporting
- › Instant bundle sharing

Telco Grade

- › All access types including 4G/LTE
- › High availability 99.999%
- › Zero downtime upgrades

Fully Virtualized & Cloud ready

- › NFV standards
- › Policy framework on SDN

- Flexible, dynamic subscription plans
- Discounts and rewards
- Loyalty programs
- Shared bundles
- Subscription gifts
- Bill shock prevention
- Tethering plans
- Group plans for families or enterprises
- Multi-device plans

› **Interactive Business and Subscriber Analytics**

As data continues to grow in epic proportions, service providers face the daunting challenge of harnessing the power of big data initiatives; most importantly obtaining immediate analysis and reacting in real-time. Redknee Unified Charging empowers service providers to discover, analyze and manage data in real time using advanced business and subscriber analytics. What's more, marketing teams can conduct complex data analyses—compiling and analyzing data easily from various sources—and trigger new campaigns immediately.

› **App-Based Digital Experience**

For the digitally data-savvy customer, traditional methods of communications via SMS and USSD are no longer relevant. Redknee Unified Charging provides easy and fast integration with smart apps of CSPs, complete with a built-in mobile integration layer that provides the entire menu to customers at their fingertips.

› **Adaptive and Flexible**

As Data network and systems become more and more complex, service providers are often looking for solutions that can help give better data experience and monetize till the last cent . Redknee's Adaptive Quota technology is patented technology which uses a heuristic algorithm development via deep understanding of the customer behavior and consumption patterns and adapts accordingly

Along with it Redknee Unified Charging offer a highly flexible out of the BOX building blocks concept which are flexible to adapt, and enable service providers to build competitive advantage and reduce costs -by creating new and innovative offerings in the market with a few mouse clicks.

› **Monetize QoS with Integrated Policy**

In order to address customer expectations towards a new and enhanced customer experience, especially for Mobile Broadband services, service providers need to look at charging and policy control as a single entity in their marketing plan in order to enable new business lines as well as create new opportunities with partners.

Redknee's integrated policy and convergent charging solution is leading the market in providing a platform that allows operators to bring new services with integrated policy functionality to the market very quickly. The integrated solution is modular and flexible in architecture, allowing operators to evolve this functionality in line with their business needs and customer expectations all while achieving significant CAPEX and OPEX benefits.