



? Why Redknee

Quickly create and launch new individualized services by easily defining and implementing flexible and complex tariff models

Improve customer satisfaction by providing increased transparency, flexibility and control over consumption and spending

Simplify network operations and reduce costs by consolidating policy control management and charging systems into one solution

Create new revenue streams by adopting new business models and partnering with over-the-top content providers

Improve operational efficiency and transparency with a single, highly scalable, highly flexibly carrier-grade policy and charging platform

Redknee's Integrated Policy and Charging Solution

Combine Policy and Charging Control to increase transparency, flexibility and control for subscribers, while enabling new business models and revenue opportunities.

> The Next Step in Personalized Service

Smartphones and tablets are rapidly expanding the use of mobile broadband, leading to a large diversity of bandwidth and volume requirements. At the same time, mobile operators are finding that broadband revenues are significantly lagging their infrastructure investments, and instead are watching on the sidelines as over-the-top Internet-based services flourish, using this new capacity. To quickly accommodate changing user needs and expectations and create revenue at the same time, operators need to increase real-time tariff flexibility.

Redknee believes that providing a superior, real-time customer experience will be a differentiating factor and the key to mobile operator success in the competitive mobile environment. This requires policy management to be closely aligned with business support systems, subscriber data management and product and service catalogs. Doing so enables mobile operators to monetize their investments and create more personalized customer experiences, all while improving the efficiency and transparency of their operations.

> The Power of Combined Policy and Charging

Redknee's industry-leading Integrated Policy and Charging Control Solution empowers mobile operators – and their marketing departments in particular – to quickly create and introduce new services to market. By integrating policy and charging functions, marketing teams can now incorporate policy options into the operator's product portfolio without engineering support, enabling them to build offers from the ground up with the speed to market, individuality and competitive positioning that will differentiate them in a competitive marketplace.

Further, Redknee's fully Integrated Solution allows mobile operators to reuse charging and policy control elements across their product and services portfolio—providing an end-to-end view of services and products, reducing risk of misconfiguration and enabling new services to be quickly rolled out across the complete customer base with simple and consistent processes. This enables operators to be more flexible and responsive in today's dynamic marketplace.



Figure 1:
Full Transparency

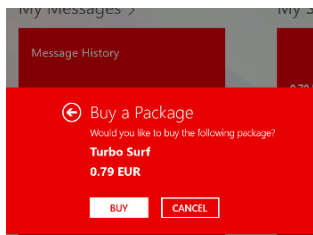


Figure 2:
Full Control

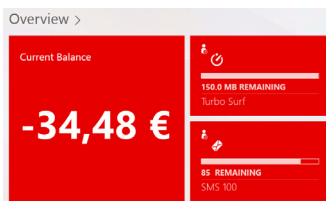


Figure 3:
Real-Time Billing and Provisioning

> Ultimate Real-Time Customer Experience

By enabling personalized offerings that address immediate subscriber needs – such as a *shared wallet* for more device flexibility, *roaming passes* for specific use cases and “turbo boost” capabilities for one-time bandwidth requirements – Redknee’s Integrated Policy and Charging Control Solution helps mobile operators unlock more subscriber revenue.

With online, real-time information and options about their service usage, Redknee’s Integrated Solution Improves the mobile broadband user experience in three key areas:

Transparency – visibility into mobile data usage across multiple channels (e.g., website, smartphone app, and social media networks), improves subscriber satisfaction and reduces call center interactions.

Control – subscribers have increased choice and control of their services, particularly for policy-controlled capabilities, such as additional bandwidth or QoS for special content, or additional volume on demand.

Flexibility – customers can adjust available call minutes, messages and bandwidth on a monthly basis, or share plans between devices without a lengthy change of contract process or long-term contract commitment.

> Creative New Services and Business Models

Redknee’s Integrated Policy and Charging Control Solution enables mobile operators to balance mobile broadband investment with revenue by making new business models and relationships possible. At the same time, it improves the customer experience by increasing transparency, control and flexibility for subscribers.

Redknee’s solution also allows mobile operators to monetize relationships with third parties, such as application and content providers, machine-to-machine (M2M) opportunities, and cloud services. Mobile operators can, for example, provide free or higher quality of service (QoS) access to specific services, such as VoLTE, or popular social media or video sites. Redknee’s Integrated Policy and Charging Solution ensures the appropriate bandwidth is available and the transactions are properly accounted for.

> A Proven Solution

Redknee’s Integrated Policy and Charging Control Solution combines the strengths of Redknee’s best-in-breed policy control server, Redknee PCS, and its online charging system, Redknee Unified Charging, to create a platform for mobile operators to rapidly launch new services with integrated policy functionality.

The integrated solution takes advantage of a distributed architecture, which provides proven scalability, robustness and high availability, online upgrades, centralized customer database and easy farm extension and support of different hardware platforms.

By tightly integrating policy and charging, Redknee’s Integrated Policy and Charging Control Solution allows mobile operators to rapidly launch innovative plans and services, all while reducing operational and capital expenditures.

For more information about Redknee’s real-time monetization software, contact sales@redknee.com.