



## **?** Why Redknee

### **Monetize next-gen investments**

by adopting new business models, partnering with over-the-top content providers and introducing new, differentiated real-time services.

**Gain deeper insight** with real-time analytics in order to drive smarter marketing campaigns and targeted promotions.

**Connect the customer experience** with Redknee's integrated policy and charging solution to more quickly address subscriber needs with higher quality of experience.

**Create policies on the fly** with an easy to use web-based GUI that allows marketing teams to quickly roll out new services.

**Deploy rapidly** with an open, scalable architecture that allows easy integration with existing operator infrastructure and dynamic service environment.

**Fully virtualized** for maximum flexibility, agility and scalability with on premise, cloud-based and SaaS solutions.

# Redknee PCS

## Real-time policy management

Redknee's highly-scalable policy solution, Redknee policy control server (PCS), determines real-time policy rules across many of today's advanced multimedia networks. It allows service providers to stem the data tide and regain control of their networks, turning data challenges into revenue opportunities.

Redknee PCS combines industry leading technologies, such as Wi-Fi offload and support for commercial VoLTE and VoWifi services, with Tier 1 operator-proven methodologies to provide end-to-end quality of service (QoS) that guarantees the quality of the user experience without over-provisioning the network. What's more, the solution enables new relationships and business models to be established with over-the-top (OTT) content providers that enhance services for subscribers while creating new revenue streams for operators.

### › **Monetize Next Generation Investments**

Service providers around the world are making large investments into LTE networks. As data traffic continues to grow at ever-increasing rates, revenue for data is trailing its growth. With Redknee PCS, service providers can quickly move away from "all-you-can-eat" packages while economically guaranteeing end-user QoS. Redknee's real-time policy solution provides tangible return on investment, allowing service providers to significantly improve their bottom line by reducing customer care costs, increasing revenue through tiered pricing, reducing churn, and supporting new services, new rate plans and new promotions.

Redknee PCS allows service providers to profit from new business models and to monetize new relationships with third parties, such as application and content providers, machine-to-machine (M2M) opportunities, and cloud services. Service providers can, for example, provide free or higher quality of service (QoS) access to specific services such as online stores, news channels, or popular social media or video sites. Redknee PCS ensures the appropriate bandwidth is available and the transactions are accounted for.

### › **Deeper Insight for Better Decision Making**

With its real-time analytic capabilities, Redknee's policy solution provides insight into network utilization, network performance and how data is being consumed (e.g. revenue lost to OTT applications) from wide sources. In turn, this data can be visualized and used to analyze subscriber usage patterns or trends in applications, hosts, and conversations for network optimization and planning as well as for pro-active, real-time marketing campaigns and targeted personalized promotions.

	<b>VoLTE</b>
	<b>Sponsored Data</b>
	<b>Shared Data</b>
	<b>Roaming Control</b>
	<b>Fair Usage</b>
	<b>Bill Shock</b>
	<b>Wi-Fi Offload</b>
	<b>Tiered Service Control</b>
	<b>Analytics</b>

Typical Redknee PCS Use Cases

### › Fully Virtualized for Maximum Scale and Flexibility

With the proliferation of OTT services and machine-to-machine, virtualization becomes table stakes for service providers in terms of scale and time to market. With Redknee PCS running on virtual machines separated from underlying hardware, deployment flexibility, scalability and overall hardware-resource utilization can be increased bringing operational efficiency advantages while driving down TCO. Redknee helps service providers worldwide to compete using virtualized systems, agile business models and a flexible, dynamic service environment. In addition, the Redknee PCS provides the required Policy Control Framework for Service routing through Software Defined Networks (SDN ), enabling use cases like policy based dynamic service chaining or self-learning policies and help operators to move to an agile, service-oriented business and operation model.

### › Simple-to-use Policy Creation for Faster Time to Market

Redknee PCS provides an easy-to-use policy creation tool, called Policy Wizard, which allows product and marketing teams to create and launch new network policies in just minutes via an intuitive GUI with drag-and-drop capabilities. Policy Wizard removes the need for writing complex code and dealing with time consuming configuration challenges. New policy and charging plans can be created by marketing teams and then forwarded to the network team for testing and quick deployment. For service providers, this means the ability to more quickly monetize new revenue streams brought about by complex data packages including shared, sponsored, or zero-rated data packages.

### › Integrated Policy and Charging Control

Redknee PCS is fully integrated with Redknee’s powerful rating and charging solution, Redknee Unified Charging. Together, this powerful integrated policy and charging solution enables service providers to gain 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. By leveraging a single, consolidated data base, single provisioning and central management of products and offers, Redknee’s integrated policy and charging control solution helps improve operational efficiency, reduce TCO while enabling service providers to be more flexible and responsive in today’s dynamic marketplace.

Redknee’s integrated policy and charging control solution enables service providers to benefit from the tight coupling of Policy, Charging and Service management with new differentiating use cases such as dynamic volume accounting for try-and-buy cases or QoS differentiation based on spending and payment information.

### › The Industry’s Most Adaptable Policy Solution

Redknee PCS is installed in more than 60 service providers worldwide, including Tier-1 service providers. The solution leads the industry in commercial VoLTE deployments with its standards compliant (3GPP and GSMA VoLTE) solution, providing seamless voice service irrespective of network access type (including Wi-fi) with same high quality of user experience.

Redknee PCS takes advantage of distributed architecture, which delivers proven scalability, robustness and high availability, online upgrades and easy farm extension and support of different hardware platforms. The solution easily integrates with existing infrastructures and service environment with its open, standards-based interfaces, APIs and tools to dynamically adapt to legacy network equipment, interfaces and service needs; significantly reducing deployment time and integration efforts.

For more information about Redknee’s real-time monetization software, contact [sales@redknee.com](mailto:sales@redknee.com).