



? Why Redknee

Improve revenue by moving away from voucher recharging towards electronic recharging. This creates a convenient and high level of flexibility for subscribers to top-up their balances.

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

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

Improve operational efficiency and transparency with a single, highly scalable, highly flexible carrier-grade recharging platform.

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

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

Go to market faster using pre-packaged and pre-tested software templates and tools to customize and accelerate service provisioning.

Excel in Prepaid and Postpaid Markets

Real-time Electronic and Voucher Recharging

Redknee Topup identifies future requirements while meeting the specific needs of today's largest service providers—Tier 1's and group operators—to provide voucher recharging and electronic recharging. Redknee helps generate new revenue streams, increase profitability and enhance the customer experience through real-time, convergent recharging capabilities.

With over 25 commercial deployments, and the largest deployment supporting over 100 million prepaid and postpaid data subscribers, Redknee's solution extends beyond a traditional online charging server and a voucher and electronic recharging solution. Customer experience is improved through simpler and more transparent processes, and by providing customers real-time access to their balances, usage and recharging means.

› **Highly Customizable Customer Experiences**

Simply segmenting customers into prepaid and postpaid is no longer a sufficient sales and marketing approach. Success today and into the future requires meeting the needs of every small customer group through targeted offers versus a "one size fits all" bundle. Where voucher recharging addresses the classical pre-paid market, electronic recharging can effectively address both pre-paid and post-paid markets. Using P2P Balance Transfer with individual transfer limits, thresholds and notifications gives subscriber control over the balance and expenses.

› **Highly Agile Marketing**

Electronic Recharging allows faster time to revenue and begins by offering convenient electronic recharging products able to quickly define and launch targeted products based on targeted markets.

Time to market is further accelerated with out-of-the-box marketing use cases designed for quickly introducing new services, such as:

- Flexible, fast and dynamic recharge product definition
- Attaching bonuses and rewards to each of the recharge products in combination with Redknee Unified Charging



Solution Highlights

Voucher Recharging

- › Physical Vouchers (Scratch Cards)
- › Electronic Vouchers
- › Secured Voucher Production and Voucher Consumption
- › Voucher Recharge History
- › Encrypted Voucher Database
- › PoS Web GUI

Electronic Recharging

- › Money Transfer (B2B and B2C)
- › Airtime Transfer (B2B and B2C)
- › Recharge Balance at Sales Points
- › Retailer Web GUI
- › Supply Chain and Dealer Hierarchies plus Commission
- › Nickname Support
- › Subscriber Self-Care through SMS, USSD, and DTMF as well as WEB
- › Customer Care

Unlimited Scaling

- › Up-to 1.4 million vouchers generated per silent hour
- › 1.25 million vouchers consumed per busy hour
- › 1.25 million balance / airtime transactions per busy hour
- › Customer-of-the-shelf Hardware and Database
- › X86 based Rack-Mounted Server and Blades supported

All Real-Time

- › Real-time Voucher Consumption
- › Real-time Balance Transfer
- › Real-time Airtime Transfer
- › Real-time Reporting

Telco Grade

- › SMS, USSD and DTMF support besides SOAP and HTTP
- › All features out-of-the-box
- › High availability 99.999%

› Flexible and Adaptable

As networks and systems become more and more complex, service providers are often searching for solutions that can easily be integrated or overlaid onto existing systems. Redknee Topup is highly scalable, flexible, and adaptable, and enables service providers to build competitive advantages while reducing costs through its open interfaces and simplified workflows.

› Electronic Charging + Topup – A Powerful Solution

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

Redknee Topup pre-integrated with Unified Charging makes voucher usage, balance transfer and airtime transfer easy; all recharging use cases are out-of-the box. Performance optimized and open interface ensures proper handling in high-volume traffic. This integrated solution offers modular and flexible architecture, and allows operators to utilize this functionality and evolve it based on their business needs and customer expectations.