

ARE YOU READY
to unveil your next-generation services?



REDKNEE
Innovate. Personalize. Profit.



Give your subscribers **WHAT THEY WANT**

Subscribers want more. More services, more control, more flexibility. At Redknee, we help operators maximize performance to meet tomorrow's demands today.

**We help network operators monetize their services
and provide a better user experience for their subscribers.**

Redknee (TSX:RKN) is a leading global provider of innovative communication software products, solutions and services. Redknee's award-winning solutions enable operators to monetize the lifetime value of each subscriber transaction while personalizing the subscriber experience to meet mainstream and individual market segment requirements. Redknee's revenue generating solutions provide real-time converged billing, rating, charging and policy for voice, messaging and next-generation data services, as well as enhanced customer care.

The Redknee Difference

Personalized services and payment flexibility.

At Redknee we believe in making things better for subscribers- and more profitable for you. By delivering a more personalized user experience, and enabling subscribers to pay for services in ways that make sense to them, network service providers can reap the rewards of a more loyal customer base and a healthier bottom line. Redknee helps operators to monetize every transaction that goes across their network – and with the growth of data services exploding – it's time to get serious about getting the most out of your network investment.

We offer you proven, resilient and scalable technologies.

Redknee's proven, resilient, and scalable technologies provide you with the advanced business-critical solutions that monetize and personalize your next-generation voice, messaging and data services. Our solutions help to accelerate time-to-market for new services and business models.

Real-time - *all the time.*

By rating and charging for every transaction in true real-time, you can be assured of optimum revenue accuracy. Reach out to your subscribers with relevant and timely offers, helping build brand loyalty and strengthen subscriber adoption rates of new services. Redknee's real-time capabilities makes promotions more compelling and relevant to subscribers.



Unlock **THE POTENTIAL**

Capitalize on the robust growth of
next-generation data services.

Global Presence

Serving global markets with a local strategy.

Redknee's solutions manage more than 21 billion revenue generating transactions every month for operators in over 50 countries. We pride ourselves in helping network operators to optimize and improve the entire subscriber service experience, and our highly skilled, diverse global workforce is there to get the job done right. Redknee's software solutions provide your subscribers with a more personal communications experience. Gain powerful customer insight and deliver the types of services that are valued by your customers; ensure the quality of services delivered, and charge for services in ways subscribers want to pay for them.

Take advantage of our demonstrated leadership and extensive industry knowledge.

Redknee's value-added Global Consulting Services are the extension to your business and marketing teams from beginning to end. We work with our customers side-by-side to assure successful product launches and new service roll-outs; the proven method to assure a seamless, successful transition from software to production.



“Redknee remains focused on expansion, market share growth, and increasing its proportion of sustainable recurring revenues with 15 new customer wins in the Americas, APAC, and EMEA this year. Redknee is another Rat Pack company to continue to watch.”

— Innovation in an Era of Supervendors - OSS/BSS Rat Pack: Stratecast's 10 To Watch in 2011



Watch **YOUR REVENUE GROW**

Launch new services more quickly and make
the most of every transaction on your network.

Turnkey Converged Billing

Drive subscriber demand. Hone your competitive edge. Unleash new services.

Tired of your legacy billing solution not keeping up with today's needs? Boost the profitability of next generation services with Redknee's industry-proven, transformative end-to-end billing solution. It provides everything from account activation and provisioning, to product catalogue, rating, charging, invoicing, reporting and customer care.

Launch advanced services quickly, and reduce operational and capital costs by eliminating unnecessary duplication of billing solutions with a single, convergent platform. And with TCB's Price Simulator, operators can quickly model new price scenarios and ensure optimal pricing for each new service launch. TCB supports any service technology or business model, including mobile, wireline, satellite, broadband, WiMAX and MVNO. Redknee allows you to analyze subscriber behaviours and deliver targeted promotions and customized incentives in real-time; maximizing the relevancy of your marketing efforts and increasing demand.

Partnership Management

Support third party partnerships with built-in revenue share capabilities, including MVNE arrangements.

A Merchandising Platform

TCB is more than a billing solution. It acts as a merchandising platform –helping operators to monetize every transaction on their network and market to their subscribers more effectively, driving profitability and increasing ARPU.

Real-time Functionality

Real-time, all the time – that's our motto. TCB delivers the benefits of a real-time solution to every type of service, even postpaid.

Interactive Business Intelligence

With TCB service providers get a suite of business analytics and reporting tools that provide valuable insight into network activity and subscriber purchasing patterns.

Interconnect, Revenue Assurance and Content Settlement

Verify and bill for wholesale charges quickly and accurately with InBill.

Capture the power, efficiency and flexibility needed to resolve and reconcile disputes rapidly while improving the accuracy of your interconnect charges. Provide a comprehensive and cost-effective interconnect and partner billing solution with integrated settlement and dispute management capabilities.

Enhanced Customer Care

Enhance the customer service experience with One Call Resolution.

Increase 'first-call resolution' with Redknee's award winning enhanced customer care solution. Enable your customer service representatives to rapidly and efficiently manage services and reduce issue resolution timeframes associated with increasingly complex services and applications. This increased complexity has been shown to result in more call center and customer care activity. Redknee's One Call Resolution can reduce OPEX and call center costs by helping to resolve customer problems more quickly and accurately – also resulting in happier customers and decreased subscriber churn.

MVNO Solutions

Leverage a turnkey suite of industry-leading MVNO back-office solutions.

Take more control of your business with Redknee's suite of MVNO back office solutions. We enable some of the world's largest MVNO providers with the tools to launch their own campaigns, rate and charge for their own services, accurately bill their content partners and track even the most complex revenue share agreements. With Redknee's turnkey suite of solutions, you will be able to build your own brand and compete more effectively. Redknee will get you up and running in a matter of weeks with a full back-office solution that provides all the features and functionality that the network operators enjoy.

“At TELUS our goal is to provide the best experience possible for our customers. Redknee's One Call Resolution is helping us achieve this goal by identifying and resolving complex customer issues.”

— Ken Kerrigan, TELUS vice-president of Technology Strategy



Around **THE WORLD**

Redknee empowers operators in more than
50 countries and across six continents.

Next-Generation Rating, Charging & Policy Management


Support content aware, real-time data rating and usage control.

Gain better control of your network with subscriber-centric policy management capabilities, coupled with real-time rating and charging. With the explosion in smartphone devices and mobile broadband services, and the introduction of new data-centric technologies such as LTE and HSPA, it is more important than ever to have the ability to control your network resources.

Redknee's data rating and policy management solution enables your network to support context-aware data rating and fair usage policies, for both mobile data and content services. Now you can effectively manage bandwidth and the quality of experience across multiple access technologies and services dynamically, even helping to manage network congestion, while offering tiered charging models and flexible pricing plans that better suit your subscribers' needs. Redknee's powerful real-time rating and charging solution also enables added pricing transparency for your subscribers – helping to avoid the 'bill shock' that can come from data roaming charges, while protecting network resources from abuse.

With Redknee's rating and charging solution, service providers can charge for their services in all types of ways - by volume, by event, or by time of the day. They can even create flexible 'pay as you go' models, or service bundles and promotions – with competitive and flexible charging options for all customer segments.

Redknee's data rating and charging solution also addresses the needs of MVNO's who want to build their own brand and target their subscribers with real-time promotions and incentives and tiered price plans. We help MVNOs become more competitive in their markets, and provide them with the flexibility, scalability and control they need to more effectively grow their business.



“It was a priority for O2 to deliver a prepaid mobile broadband offering to our customers in 2009. Redknee was selected to deliver the project based on their technical NGRC solution that enables our customers to have real time and flexible charging capabilities. There was a very strong commitment throughout the project to deliver on our customers' expectations and the feedback from our customers since launch has been very positive.”

— *Telefonica O2 Ireland's
Chief Technology Officer,
Pat Moynihan:(NGRC)*



“The professional response and follow up we received from Redknee was head and shoulders above the other vendors we evaluated.”

— Ralph Yirikian, General Manager, VivaCell

“We are very pleased with the results we have already achieved through our implementation of Redknee’s customer care solution. We have seen an immediate positive impact on our customer care facility for our customers and how it is enabling us to deliver on our core value of providing simplicity, trust and a personalized service to our customers.”

— Fernando Reymundo, CEO, KPN Spain

“Since the launch of our first 3G connectivity cards in 2006 our data services have gained in popularity with our youth, Arab expatriate and inbound roaming market segments. By launching new flexible, tiered pricing plans, we are able to bring the benefits of mobile broadband in a manner that is attractive to new markets segments, such as the cost-conscious and light-usage customers, as we continue to concentrate on driving data revenue.”

— Khalid Al Omar, CEO, Zain Kuwait

“Service providers must look at business very differently today. This includes heightened awareness and accountability for every transaction regardless of how it is finally sold to the customer, a new level of flexibility in the solutions they provide, and accounting for business requirements more advanced than anything in the past. Redknee is a key player in this business transformation process.”

— Karl Whitelock, Senior Consulting Analyst, Stratecast, a division of Frost & Sullivan

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