



Why Redknee?

Flexibility to quickly launch new services subscribers want now.

Scalability to effortlessly support the rating, charging and policy enforcement for all services and programs of high growth and tier 1 operators.

Maximized network usage efficiency in real-time with integrated policy controls.

Creative new revenue streams using a unified, real-time rating platform that enables new business models and innovative pricing bundles.

Reduced CAPEX & OPEX for all IP services with a single rating and charging solution for prepaid, postpaid and hybrid accounts.

Proven solution deployed worldwide providing competitive time-to-market advantage while leveraging existing infrastructure.

A real-time rating, charging, policy and personalization solution for advanced data services.

Optimize Revenues With Personalized Plans

Market Need

The move by telecom networks to an IP-based infrastructure to cut costs and expand service offerings is well under way. Operators are launching a range of new innovative multimedia services such as mobile TV, mobile advertising, and mobile broadband.

While this evolution of services is exciting, and the growth opportunities for a network operator are immense, there are some serious impacts as well.

The increasing variety and volume of multimedia services can have a negative impact on the end-to-end user experience through capacity strains on limited network resources. In an environment of increasingly conservative CAPEX controls, operators are in search of more efficient means to manage their network resources.

In addition, operators are often limited by their legacy systems to restrictive pricing by volume, time or flat rate price plans.

Effective charging and intelligent real-time rating of new services are critical for operators to differentiate in a highly competitive environment. Remov-

ing the barriers imposed by legacy OSS/BSS technologies paves the way for both operators and subscribers to reap the benefits of monetizing and personalizing IP services.

Operators who are looking to capitalize on the opportunities ahead are in search of solutions that enable them to offer intuitive value-based pricing models, as opposed to the rigid, flat rate pricing practices in place today. They are the innovators who will stand out with subscriber-centric offerings, providing the ability to price on the perceived value of a transaction, such as \$1 for a recently aired television show, or the ability to proactively optimize content so that it meets the subscriber's handset requirements.

Redknee's Solution

Redknee's Next Generation Rating & Charging is a proven solution that enables operators to monetize new revenue streams with powerful rating, charging and policy management capabilities.

Designed to evolve with an operator's business requirements, the solution flexibly rates, provides personalized 'bundles' of services, and efficiently manages quality of service and network resources. Next Generation Rating and Charging easily integrates with other network OSS/BSS systems, and is comprised of the following feature modules:

- Unified Rating and Charging Engine
- Policy Management and Control
- Deep Packet Inspection
- Privacy and Personalization

Mobile Internet and advanced devices are fueling a new wave of innovative multimedia services that revolutionize the end user's experience.

Redknee's Next Generation Rating & Charging enables operators to price in a way that subscribers understand, using the actual perceived value of the content or service as opposed to 'bits and bytes'. This flexibility results in an increased uptake of service plans and reduced churn, and can quickly deliver higher revenue for the operator.

Real-Time is the Right Time

Redknee's Next Generation Rating & Charging delivers the following unique benefits:

- Rate and charge for virtually any service package by centrally managing all tariffs. Enable both operational and capital expenditure savings by eliminating the requirement to support several rating systems.
- Increase ARPU opportunities with a dynamic range of pricing options and communication solution offerings such as a combination of voice, messaging and IP services.
- Allocate bandwidth as needed for better quality of service.
- Provide real-time visibility and control to subscribers. Even in the context of large 'bucket' data plans, the ability to provide visibility and control helps to reduce the uncertainty associated with the use of IP services.
- Subscribers are often confused by operators' pricing practices, as they are not aware of exactly how data is used during their browsing experience. Providing clear, consistent, real-time advice of charge alerts create up-sell opportunities that help to extend flat rate pricing plans, and are an important way to drive a better customer experience and additional revenue.

- Subscribers can manage and share their personal data, such as demographic details, in a safe and secure environment. Both the subscriber and operator will realize significant benefits; the subscriber will have full privacy control, opting in or out of third party promotions and coupons, while the operator may be able to tap additional revenue streams from external marketing agreements.

Personalize All Subscriber Segments

With flat rate pricing, some subscribers are either deterred from trying new services while others overuse the available bandwidth. Operators can avoid this situation, as well as the pitfalls of becoming a 'bit pipe' provider, by segmenting their subscribers to a demographic of 'one'. Regardless if subscribers are prepaid, postpaid or hybrid, all user segments can experience truly customized personalization.

Operators can further evolve their business models with personalized services such as 'smart limits'. Subscribers utilize Next Generation Rating & Charging's personalization capabilities to implement their own 'smart limits', which provide the ability to apply real-time subscriber or operator-defined usage controls. Examples of smart limit capabilities might include 3 games per day, 5 movies per month, or 'happy hour' -free Facebook content from 7-9 PM. Subscribers may also limit or define what times of day other users on the same account can send text messages or even deny access to certain phone numbers or prohibited or inappropriate content.

Enabling New Business Models

With increasing pressure to maintain subscriber ARPU, operators are looking at ways to provide services through subsidization. Redknee's Next Generation Rating & Charging provides operators the ability to integrate with advertising content partners, attracting a more price sensitive subscriber base without losing revenue. Subscribers can opt-in and benefit from lower costs in exchange for advertising, through vehicles such as SMS, banner ads, screen savers and more.

Most importantly, advertisers will pay top dollar when they know the message is hitting the right subscriber. With Redknee, operators are able to profile and control the access to this critical information in real-time, and at the discretion of the subscriber.

For more information, visit www.redknee.com or email contact@redknee.com.

"Redknee's real-time billing solution provides Zain with the flexibility to deploy, support and charge for a range of value-added services, while enhancing the subscriber experience and opening up new high-value revenue streams"

— Mr. Haitham Al-Khaled
Deputy Director-Business
Development Division,
Zain Bahrain