

# Turnkey Converged Billing



## Why Redknee?

Increase efficiencies and drive additional revenue with a unified and comprehensive view of your subscriber base and their behaviour.

Surpass the competition while reducing costs with sophisticated and personalized interactions.

Grow existing revenue streams by uncovering hidden opportunities to introduce new services and relevant upsell offerings.

Create new revenue streams through innovative business models leveraging third-party content and wholesale partners.

Reduce CAPEX and OPEX via a high-performance, scalable real-time rating engine that can displace multiple legacy billing systems.

**A complete billing and care solution that provides the flexibility and scalability to launch new services and generate new revenue streams.**

## Turnkey Converged Billing

Redknee's Turnkey Converged Billing (TCB) is an end-to-end customer care, billing and revenue management solution that allows Service Providers and affiliates to manage all subscriber and service revenues through a single unified platform. TCB is a suite of pre-integrated, best-of-breed BSS/OSS modules.

TCB's efficiency and scalability has been proven in all markets. It has delivered an end-to-end ecosystem, from service activation and provisioning, to real-time rating, billing, invoicing, partner management and customer care to operators in both mature and high-growth markets. With TCB's open, modular architecture, the solution easily integrates with existing network components to enable personalized next-generation services across all access technologies.

TCB gives service providers the freedom to run their business without artificial IT-based restrictions, supporting:

- Accelerated Service and Product Launch
- Leveraged Third-Party Revenue Streams
- Real-time Rating & Flexible Charging
- Enhanced Customer Care
- Simplified Integration through Open APIs
- Powerful Business Intelligence & Analytics

## The Benefits of Convergence

Redknee's TCB is a completely convergent solution – harmonizing investments in access technologies, and enabling relevant services to all customer types: prepaid, postpaid, hybrid, consumer, business.

**One Centralized Subscriber View** TCB allows operators to manage the entire subscriber relationship lifecycle through a single solution integrating CRM with Billing. Operators benefit from a single, real-time view of subscriber profile and behaviour. This enables a fast, accurate and accessible view of business metrics, leading to more informed business decisions.

**Single Product Catalogue** The converged product catalogue drastically shortens planning and implementation cycles for new products, promotions and cross-sell and up-sell campaigns, as well as better support of third-party partnerships.

**Cost Savings** Redknee's TCB eliminates the traditional need for multiple billing systems, reducing both operating and capital expenses for multi-service providers. TCB's configurable, standardized architecture leads to shorter service deployment cycles with reduced total cost of ownership (TCO) and associated risk.

**Innovate. Personalize. Profit.**

“Redknee’s market experience and innovative solutions makes them our partner of choice on billing, CRM and electronic voucher, which additionally ensures that Azur is competitively positioned to provide a wide range of packages and services to our subscribers.”

– Bruno Valat  
General Manager,  
Azur Gabon

## Accelerate Product Launch

Increase lifetime value of existing customers and attract new subscribers. TCB’s convergent architecture enables operators to quickly roll out new services and promotions to all subscribers, whether prepaid or post-paid. Cross-service bundles, real-time promotions and third-party loyalty point programs can also be supported and launched quickly and easily – something that remains a complex, time-consuming challenge for most other billing systems.

## Real-time Rating & Flexible Charging

In a rapidly saturating market, service providers are faced with a variety of challenges, including subscriber churn, increasing competition and declining margins on traditional voice and messaging services. TCB provides the real-time rating and flexible charging capabilities necessary for operators to drive consistent profitability, for all payment classes and customer types.

The solution supports various flexible charging options, including rollover and pooling of minutes, account hierarchy rating, cross bundling, separation of charges, emergency account top-ups, ‘hot-item’ pricing, multi-channel promotions, loyalty/bonus points, and more. Through the rapid introduction of innovative product offerings, service providers can expand and tailor their pricing and service packages, helping to drive up usage and increase the uptake of new and existing services.

## Enhanced Customer Care

Redknee’s TCB delivers a full customer care suite with an easy-to-use interface and an integrated trouble-ticket management system, enabling customer service representatives to easily serve a range of customer issues and instantly provision or de-provision services. Integrated marketing campaigns convert the Customer Care team from a cost center into an integrated Sales team, driving revenues up. Due to the real-time nature of the solution even post-paid customer behavior is shown as it happens, enabling visibility to all services as they occur. Subscriber profiles, preferences and account plans are all managed through this interface.

## Simplify System Integration

System architecture is a key consideration as content partners play a larger role in the telecom ecosystem. Ease of configurability, open APIs, re-composition and a standards-based design are all best-practices that ease integration with business critical systems. For example, Redknee’s unparallelled open API’s put service providers in the driver’s seat of internal and external system integration with seamless connectivity to front and back office interfaces.

## Powerful, Interactive and Actionable Analytics

TCB’s Interactive Business Intelligence suite provides real-time visibility into customer behavior that can relay what services, features and promotions are most successful, shortening the cycle to Discover, Decide and Act on customer patterns, segmented by demographics, customer value, usage and even predictive insights. Service Providers can create a competitive advantage by providing the right product to the right customer, at the right time – without the barriers imposed by legacy billing support systems.

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*Redknee TCB provides insight and competitive advantage so operators deliver the right product to the right customer at the right time.*

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## Industry-Leading Partners

In the race to win subscribers, successful service providers are developing innovative services and integrating those services to differentiate themselves. Redknee partners with leading technology providers such as Microsoft, to enable service providers with the framework needed to successfully incorporate key partners and expand integration possibilities. Redknee partnerships are carefully chosen in order to bring service providers the required functionality to efficiently address market demands consistently exceed consumer expectations.

## Product-Centric Approach

When implementing a billing solution you must have as little disruption to your operations as possible. At Redknee our key focus is end-to-end billing, customer care and revenue management. Each Redknee staff member has decade's worth of market and product expertise to fully support you through implementation and beyond.

Redknee TCB is configuration-centric, market-proven and exceeds industry standards so you are assured a dependable, cost-effective billing solution that ensures that you meet your business strategies today and tomorrow without costly customizations along the way.

## Content Partners and MVNOs

**Revenue Share Management** As the number and complexity of partner relationships grows the need to manage revenue-share between partners increases. TCB enables operators to rate and charge for third-party content and services – and also to track, monitor and settle these often complex B2B partnership arrangements.

**Mobile Virtual Network Support** As the mobile virtual network market continues to expand, Redknee's real-time billing platform brings mobile virtual network operators (MVNO) and mobile virtual network enablers (MVNE) greater flexibility and agility to stay competitive. Redknee's real-time converged platform supports your specific business model with increased visibility of your subscribers behaviour and the ability to stimulate and reward usage in real time.

Redknee offers an extensive array of Managed Services that range from managing the network operator's solution until self-sufficiency via hands-on training, to a fully outsourced end-to-end solution management model. Redknee MVNO/E Managed Services have been designed to simplify and streamline day-to-day operations with lower monthly predictable cost, thereby allowing the operator to remain nimble and focus on its core business/marketing needs.

## Sample of Redknee Customers



For more information, visit [www.redknee.com](http://www.redknee.com) or email [contact@redknee.com](mailto:contact@redknee.com).