



Why Redknee?

Reduce CAPEX requirements through better bandwidth resource management

Monetize complex new data services and 3rd party applications.

Ensure service level agreements are being met for 3rd party content providers.

Attract new subscribers with tiered bandwidth packages and promote data use.

Deliver subscriber-centric gating services such as privacy settings and parental and enterprise controls.

Ensure a better quality of service across the entire subscriber base.

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

Market Need

Many of today's network operators are dealing with capacity strains on their network due to the explosion of mobile broadband and next generation data services, and struggling with how to manage, and even benefit, from the growing complexity and availability of these services. Redknee's Policy Manager is a real-time, rules based platform that helps to combat both of these issues, enabling operators to drive more revenue from limited resources while providing a more personalized experience for their subscribers.

Protect Your Network Assets and Reduce Capital Expense

With Redknee Policy Manager, operators have the ability to manage their bandwidth resources and apply them where and when they are most needed. Redknee's solution provides operators with the ability to allocate bandwidth in real-time, based on a variety of attributes such as time of day, type of usage, quality of service, subscriber type, or

partner service level agreements (SLAs). It also monitors for non-authorized data services and maximizes network usage efficiency. This proactive management of bandwidth allows network operators to do more - with less.

Enrich the Subscriber Experience

New wireless devices, services and applications are being introduced daily. Redknee Policy Manager allows subscribers to set gating parameters on a per-subscriber basis around content and service availability- such as time of day, type or amount of content or service, or blocking of certain voice numbers or websites. This helps parents and enterprise account owners to better control the sudden availability of 'any content, at any time'. Redknee Policy Manager also enables services for sharing photos, personal details, preferences, and location with 'friends' in their network. Of course, with this amount of personal information comes the need for security and subscriber-centric

privacy settings. Redknee Policy Manager provides the ability to define, set and enforce these privacy rules and parameters dynamically, in real-time, leading to a safer, more user-friendly mobile experience.

Monetize your Network

Increase the earning potential of what is flowing through your network. Policy Manager provides the needed transparency for operators to rate and charge for content and services in variable ways-by volume, type of content, time of day, etc. Real-time policy control is crucial for monitoring usage and tracking subscriber thresholds. Redknee's solution has been designed to easily integrate with a third party charging system. It also is available pre-integrated with Redknee's own real-time rating & charging platform - delivering the added power and flexibility to go beyond standard policy control, enabling enhanced rating and charging capabilities and helping to drive revenue growth.

Partner Service Level Agreement Management

Operators are attracting an increasing number of 3rd party content providers and partners. These partners want to be assured that subscribers are able to access their content or service quickly, and that the experience is positive for the end-user. After all, they have a brand to support and want their customers to be able to access their content quickly and seamlessly. With Redknee's Policy Management solution, operators can assure their partners that quality of service (QoS) requirements are being met every step of the way. Adequate bandwidth allocations can be established, applied and monitored for each transaction- delivering a quality user experience every time. And SLAs can go beyond QoS control. Gating requirements can also be established, such as subscription levels, type of content, age or other demographics, or time of day. The parameters are almost infinite.

Subscriber Segmentation and Tiered Bandwidth Packages

Redknee Policy Manager can also help operators to better understand the usage behaviour of their subscribers. Subscriber usage can be tracked and rewarded in real-time, enabling operators to market their services and provide payment plans that make the most sense, based on actual subscriber usage and purchasing patterns. For instance, operators can determine who their high value subscribers are per service, and offer more 'perks' or incentives to this group, much as airline Frequent Flyer programs do today. The ability to offer subscribers usage based, real-time incentives helps to drive usage and revenue growth, and reduce churn.

Redknee's Policy Manager also enables Operators to offer tiered bandwidth packages. Service can be provided at various price points based on bandwidth allotments, with plans such as Silver, Gold and Platinum set to various bandwidth maximums. This enables operators to move away from flat-rate pricing plans and attract a broader subscriber segment. And with Redknee Policy Manager's tight integration with rating and charging engines, operators can easily offer real-time 'up-sell' offers, enabling subscribers to purchase additional bandwidth or increase their service level when they have reached certain thresholds.

Real-time, Targeted Services and Dynamic Session Management

With Redknee Policy Manager, operators can capture active, dynamic session activity and apply policy rules as required in real-time, in both IMS and pre IMS environments. Subscriber session information (such as location information) can also be shared with 3rd party content partners, who can use the information to push targeted marketing messages to subscribers. And of course with Redknee's privacy settings, subscribers have the ability to opt-in or opt-out of this service, or select which partners they choose to allow this information to be shared with. Another example of dynamic session management is the ability for Operators to actively monitor services by subscriber, and discontinue or reduce bandwidth availability to the unused service. The reverse can also apply- with high-demand services receiving preferred QoS.

Standards-Based Convergent Architecture

Transitioning to a 4G network requires an entirely new way of thinking about, and managing, communications services. Redknee Policy Manager is based on 3GPP industry standards and is fully capable of scaling with the demands of network growth. It is also network agnostic and can be deployed in multiple environments, including CDMA, GSM/UMTS, WiMAX, and LTE, and includes support for mobile, fixed or broadband services. In addition, Redknee's solution also supports FMC/TIPSPAN architectures, and provides open interfaces, delivering the flexibility required to integrate with existing network elements. It is further supported by our team of service experts, helping to transform your network and service challenges into a true business solution.

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