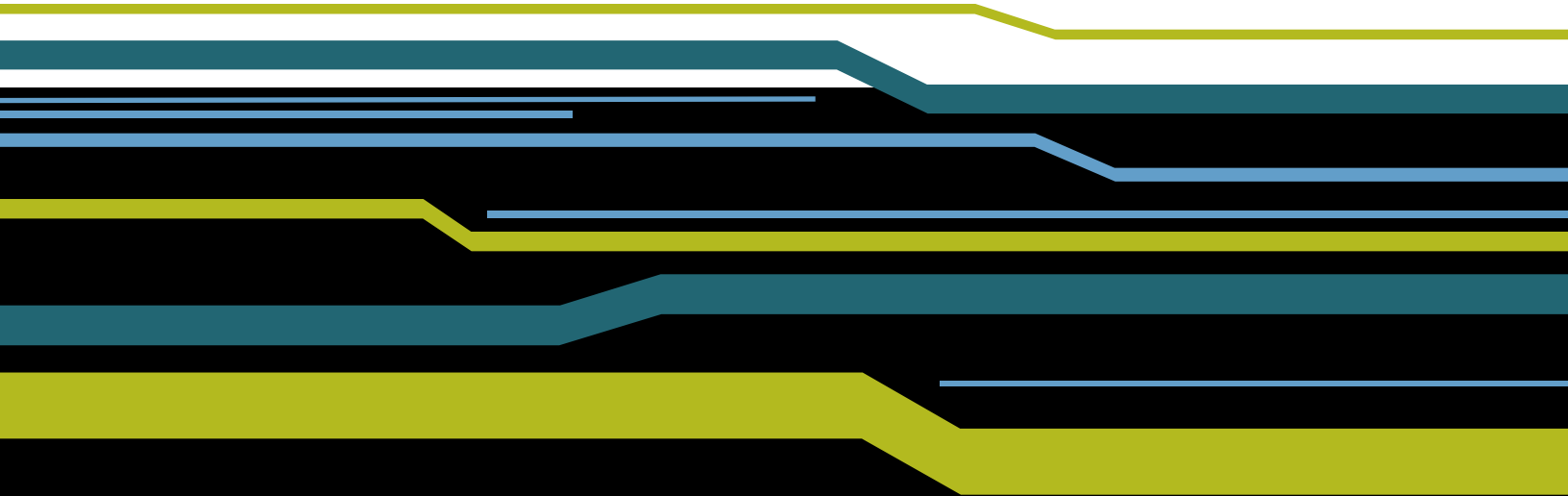


 **OPENET**
service **optimization** software

make the most of every
network and customer



Key Facts:



- ➔ Most innovative provider of Service Optimization Software (SOS) solutions including policy, charging, mediation and subscriber data management
- ➔ Industry Focus: Wireless, Wireline, Cable, and Satellite
- ➔ Participant and driver of 3GPP, CableLabs® PacketCable™ 2.0, ETSI, and other industry standards
- ➔ Process Billions of transactions every day for the world's largest operators
- ➔ Customers in over 28 countries
- ➔ Customers include leading Tier 1 operators: AT&T, BT, Orange, Turkcell, Verizon and Vodafone.
- ➔ Headquarters in Ireland with regional offices in the United States, Brazil, and Malaysia

Make the Most of Every Network and Customer

The communications and media industry is at the dawn of a massive change. A revolution is underway, transforming the way we interact and stay connected to our work, communities, friends, content, leisure activities and entertainment. This transformation is being driven by the convergence of devices, services, and networks, revolutionizing how consumers and enterprises access and consume content and applications.

Operators are at the center of this revolution. They deliver the infrastructure to make the internet ubiquitous, affordable and convenient. Subscribers experience the internet's potential to power economic and social networks daily. This revolution opens new opportunities and roles for operators to create new services, new partnerships, and new markets.

Operators can add value by both providing the connectivity over which content is delivered, making their networks highly intelligent to ensure content is delivered at the level of quality consumers expect, and personalizing and streamlining access to content in compelling ways. However, this revolution brings new challenges and competitors—in the form of over-the-top content and application providers—who threaten operators and their value in the ecosystem. Operators need to innovate, which presents a significant challenge to existing legacy IT and Network infrastructures.

Fresh thinking is needed on charging, subscriber controls and usage measurement. An excellent example of this is the iPad 3G launch, with its requirement for third-party partnership, short launch lead-times, flexible term service plans, instant access and tiered pricing.

A new category of operator infrastructure is required—integrating customer knowledge, network control, and real-time service personalization and monetization—to Make the Most of Every Network and Customer. Openet calls this category Service Optimization Software.

Visibility, Control, Monetization and Personalization

Service Optimization Software

The explosion of data, devices, applications and competitive convergence is making traditional network equipment and billing system vendor B/OSS value propositions increasingly inadequate and irrelevant. New software is required that blends IT and Network requirements, requiring specific, unique infrastructure capabilities and expertise.

Openet is striving to define a new category of B/OSS, calling it Service Optimization Software (SOS). This category unifies four interrelated software markets, that have been treated separately despite their interdependence: Mediation, Subscriber Data Management (SDM), Policy Management and Real-Time Charging.

By unifying this inter-related software, operators are able to:

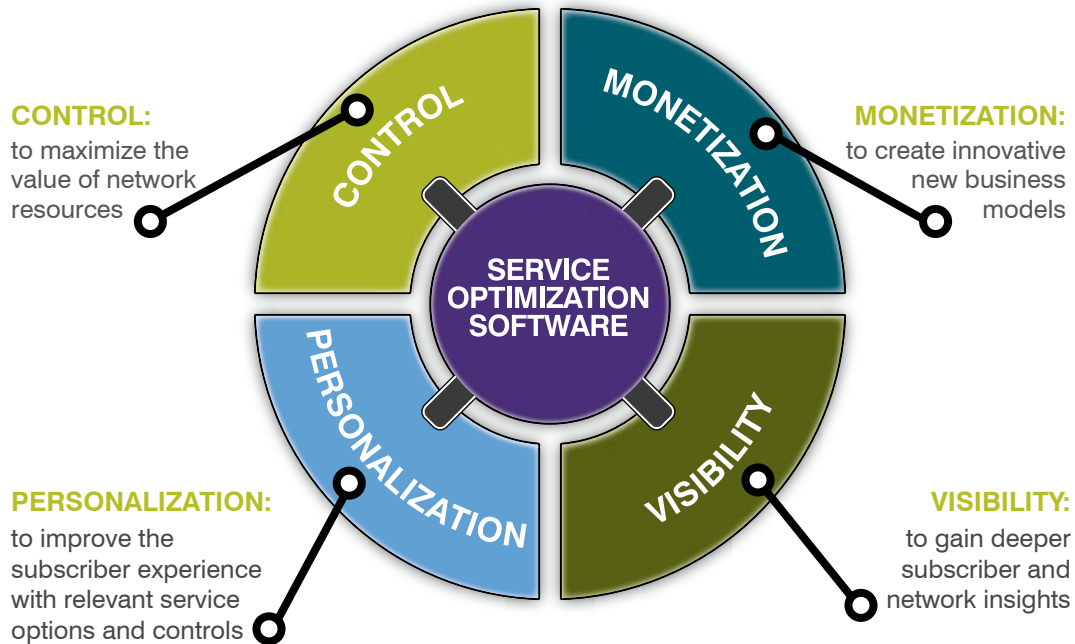
- ➔ Respond to revenue growth and business model challenges
- ➔ Deliver the subscriber insights and real-time controls to differentiate the customer experience
- ➔ Tackle unsustainable cost structures, caused by the exponential growth in data traffic and costs of legacy B/OSS
- ➔ Accelerate services delivery with flexible service enablement processes

By unifying related software, for charging, control, and usage measurement, operators can address issues of subscriber visibility, better control the subscriber experience, and cast-off legacy monetization issues with integrated solutions.



Applications and Solutions

Openet delivers customizable solutions and applications to provide the visibility, control, and monetization to simplify and personalize the subscriber experience. These off-the-shelf applications are built on highly flexible software products which provide an extensible foundation for innovation and growth.



That's what operators need to make the most of every network and customer.

Openet Software

As service providers evolve from being access providers to experience providers, they require software that is capable of managing the dynamic interactions between subscribers, their services, and the network, to build new business models and revenue streams.

Openet's applications and solutions for visibility, control, monetization and personalization, are built on customizable off-the-shelf software. We do not alter our core products for each customer, in fact the same core—the Openet Framework—powers the businesses of all of our customers. Openet develops its solutions and applications on eight software products:

OPENET POLICY MANAGER

Generates and rapidly deploys centralized subscriber- and service-aware policy rules, to deliver a highly differentiated service, customized to subscribers' preferences, and applies policy decisions dynamically to respond to changing network and subscriber status.

OPENET CONVERGENT CHARGING

Provides flexible and responsive charging capabilities, making it easier for service providers of all types to maximize profitability by delivering any service, to any subscriber, using any payment method.

OPENET BALANCE MANAGER

Flexibly deploys pre- and post-paid hybrid accounts, manages account balances in real-time, organizes subscriber hierarchies, and enforces spending limits.

OPENET NETWORK EDGE RATING

Provides enhanced real-time and batch rating capabilities, for complex and converged service offerings. It enables services to be charged by volume, event, session, or content. It also gives marketing the power to create innovative propositions and bundles.

SOS is the category that will power the data revolution

OPENET CONVERGENT MEDIATION

Reliably and cost-effectively collects, correlates, filters, and enriches events generated by any service on any range of networks. And it does so with unrivaled performance and scale.

OPENET PROFILE MANAGER

Supports subscriber-centric interactions, by maintaining demographic and usage information, billing and service plan allowance, and consumption data for use by real-time systems.


OPENET DYNAMIC CONTEXT ROUTER

Provides a high-performance context-sensitive routing layer that relieves 3G, LTE, and IMS endpoints of routing, traffic management, and load balancing tasks. Fully 3GPP DRA compliant, with extended features for context-based dynamic routing decisions.

OPENET SUBSCRIBER ENGAGEMENT ENGINE

Delivers customer data from policy control and charging infrastructure and other systems direct to the device. This enables subscriber to interact in real-time with personalized account settings, view billing data, set notifications, and dynamically purchase new services.

These products address four interrelated software markets—Mediation, Subscriber Data Management, Policy Management and Real-Time Charging—to address a large number of business challenges for our customers. By leveraging the tight integration of our wide range of core products functionality, our customers can quickly have very effective applications and solutions developed, delivered, and in production.



The Openet Way

Everyday our people go above and beyond to deliver successful projects. To support our excellence in solution delivery and support, we make it a priority that our expertise is shared, and made repeatable. We ensure this by applying Openet specific methodologies and productivity tools—such as the Openet Automated Test Framework—to ensure we can deliver high quality solutions, faster than anyone else.

SOLUTION DELIVERY

Our Solution Delivery organization has developed specialized engagement processes that are unique to Openet. We set the industry standard in delivering Tier 1 carrier-class deployments in record time. Our solutions are built to be scalable and production proven, not just in the benchmark lab.

CUSTOMER SUPPORT

Openet has assembled a Customer Support group of highly skilled, multi-functional teams that provide expertise across the full breadth of Openet products and solutions. No matter the issue or the cause, our Customer Support is a single point of contact for around the-clock, around-the-globe assistance.

OPENET UNIVERSITY

Openet University delivers pragmatic and relevant training programs that follow a structured training methodology. Courses are delivered by instructors who have significant implementation and development experience, to enable the rapid transfer of knowledge. Our goal is to help Openet customers deliver the services their organizations need, ensuring they maximize their return on investment from Openet.

Everyday our people go above and beyond

CLIENT SERVICES

Openet Client Services can augment your teams with expert resources in event-processing and real-time solutions. We can equip you with on-site personnel for operations, system administration, and systems engineering on a short- or long-term basis.

TOTAL SOLUTION CONSULTING

Working in close collaboration with our customers, Openet can provide the direction, strategy and advice on how best to architect and deliver Openet and related systems for business advantage. This is a value-added service that promotes systemic change in the way organizations configure, operate, and organize for real-time and event management solutions.

PARTNER ENABLEMENT

Openet engages across the technology ecosystem, with hardware suppliers, complimentary third-party software providers, and system integrators to deliver complete solutions to our customer's challenges. Partner Enablement apply a systematic process to selecting partners and ensuring the compatibility of our offerings, supporting both the technical and commercial engagements to ensure we are ready to seamlessly deliver complete solutions.





Openet's Technology Advantage

Openet products and solutions integrate seamlessly with any network, enabling operators to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Our products are built on the Openet Framework, our high performance, event and transaction processing platform.

This Framework is used to develop the real-time, multi-threaded, event-driven products and solutions needed to meet the high throughput, low latency and scalability requirements of tier-one service providers.

Openet have developed highly engineered software for telecommunications service providers for more than 11 years. Openet has worked with all of the major equipment and IT applications providers. We do this agnostically and have developed an interface capability that runs to hundreds of interfaces to different equipment types.

This allows our customers to leverage our software suite to provide its range of services.

Process **BILLIONS** of transactions every day

Alliances and Partners

Openet's focus on delivering Service Optimization Software is enhanced and extended by our Alliances and Partner program, which provides the structure and support to develop our business through Technology and Business partnerships.

Our partner ecosystem is an important part of Openet's offerings. We deal with a select number of partners who each add-value to our innovative offerings by virtue of their global reach, technology or expertise. This provides our customers with greater choice and flexibility when it comes to the selection, implementation, operation, and support of our software.

The Partner Program team facilitates our partners by providing a single point of contact into our global organization, access to our industry-leading technology and support for co-marketing opportunities. The program offers the tools, support, and training necessary to work together.

As part of our Alliances and Partner team, Openet offers a dedicated Partner Enablement service to ensure Openet and partner resources are ready to integrate and deliver each other's products. This team works closely with Openet engineering, sales, and service delivery teams to ensure our respective technologies are integrated to deliver a total solution.



Together we achieve more



Leading Operators Rely on SOS



Make the Most of Every Network and Customer

Their Words Not Ours

<p>Stephen Howe, Bell Mobility's Chief Technology Officer</p>	<p>"After a competitive evaluation process, we selected Openet's OCS system based on product innovation, system robustness, and high performance characteristics to meet our demanding network needs," said Stephen Howe, Bell Mobility's Chief Technology Officer. "Our subscribers and our business will both benefit from our deployment of Openet's Convergent Charging, Network Edge Rating and Balance Manager products."</p>
<p>Scott Gegenheimer CEO and GM Wataniya</p>	<p>"With Openet's solution in place, we are able to govern excessive usage across all networks to decrease churn rates and network costs, and identify potential lost revenue. Ultimately we can increase our network performance for customers, while maximizing our revenue from content and services."</p>
<p>Ilker Kuruoz, Chief Technology Officer, Turkcell</p>	<p>"For Turkcell's 3G launch, we needed a data-charging solution implemented by vendors who were able to bring their international experience in that space to the dynamic Turkish market. The solution developed by Cisco and Openet is a big benefit for Turkcell. It not only provides for today's needs, but also supports flexible future scenarios. Following the 3G launch, we are pleased to observe the reliability and flexibility of the solution."</p>
<p>Frederic Marx, Operations Director, Orange France</p>	<p>"As mobile devices increase in sophistication, it has become our responsibility to implement cutting-edge network controls that protect our subscribers...while also allowing us to extract maximum value from the network. With Openet, we're able to enact these business-critical missions and stay ahead of the curve as bandwidth demand continues to rise,"</p>

"As operators look to take a more subscriber-driven approach, Openet, a leader in the policy management market, has the ability to offer an integrated solution that includes policy, charging and subscriber data management, so will be well-positioned for this opportunity"

Shira Levine, Directing Analyst, Next Gen OSS and Policy, INFONETICS RESEARCH, INC.

Customers in over 28 countries

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