

Openet Policy Manager

Openet Policy Manager is a standards compliant next generation network policy management product that enables service providers to dynamically control network resources with real-time policies based on service, subscriber, or usage context. By enforcing business rules at the network-edge, Openet Policy Manager enables dynamic allocation of bandwidth, Quality-of-Service (QoS) variables, and access to network resources by interfacing with any inline network enforcement points—whether they are compliant with standards or are based on proprietary interfaces. These powerful business rules do not just control network capacity and QoS, but also enable new business models and innovative new services within today's networks as well as tomorrow's LTE, SAE, and IMS architectures.

As with all Openet products, Policy Manager leverages the industry-leading engineering within the Openet Framework to deliver the performance, scalability, and flexibility demanded by the world's largest and most complex carrier networks.

GAIN INTELLIGENT, REAL-TIME CONTROL

With Openet Policy Manager, service providers can make real-time decisions over subscriber access to network resources based on volume (usage or time), speed, application type, and/or priority. Policy Manager enables subscriber- and session-aware policy decisions that are triggered by real-time and/or pre-defined events and conditions, such as changes in subscriber profile, account plan, current network capacity, and source of network traffic. Operators can meet the demand for convergent services since Policy Manager works across multiple networks, including: voice, data, and video services; legacy and next generation networks; and wireless, broadband, and cable networks.

OFFER PERSONALIZED EXPERIENCE

With real-time control over what, when, where, and how subscribers can access content, applications, and services, operators can utilize Openet Policy Manager to deliver innovative and personalized services that enhance end-user experience while meeting their business objectives. Flat-rate data plans can be replaced with service plans that offer different tiers of speed, usage, and/or prioritization to better meet the diverse usage needs of customers and to monetize network resources. Operators can give subscribers real-time control over their services with Policy Manager, such as offering parental or business service controls. Policy Manager can also be used to support revenue-sharing partnerships with third-party content providers to provide enhanced experience to subscribers, such as prioritized QoS or increased bandwidth.

LEVERAGE REAL-TIME POLICY AND CHARGING

Openet offers the ability for service providers to not just control subscriber entitlement and network resources, but to charge for that control with an integrated framework of real-time

policy management and charging. Openet Policy Manager can be integrated with the charging, rating, and balance management products that are part of the Openet platform. This framework enables operators to offer innovative, convenient, and flexible ways for subscribers to buy and use their services, such as on-demand services, real-time upgrades, service passes, and Advice-of-Charge alerts. The integrated solution offers the performance, low latency, and scalability required to handle thousands of transactions per second (TPS) that are required for complex policy and charging scenarios.

CENTRAL POWERFUL DECISION CORE

Next generation business models require the definition of complex policies, and rapid evolution of those policies in response to dynamic marketing conditions. Openet Policy Manager leverages a powerful Decision Core, which simplifies the development of even the most complex policies. Far from a stand-alone aspect of Policy Manager, Decision Core may be deployed as a module within the Openet Framework, a foundation of functions common to all Openet products. Deploying the Decision Core within the Framework enables easy definition of business logic that coordinates all dimensions of next generation business logics, including charging, profile, and delivery of analytic information.

DEPLOY A FULLY REALIZED SOLUTION

Openet delivers best practices, customization, integration, fine-tuning, and more that only true experts can provide. This guarantees that Openet Policy Manager is deployed as part of a fully realized solution that directly addresses a service provider's unique business needs.

OPENET PRODUCT SUITE

Across the globe, the world's largest and most innovative service providers rely on Openet to enable new business models, decrease operating costs, and consolidate infrastructure in converged environments.

Openet's comprehensive, integrated product portfolio delivers the highest levels of performance and scale, along with optimal configuration flexibility to support new data, content, and multimedia services. Openet integrates seamlessly on any network, ensuring high reliability and low latency while processing billions of daily transactions for the world's largest communications service providers.

THE OPENET FRAMEWORK

Industry Leading Flexibility and Performance

All Openet products are built upon the Openet Framework, delivering unsurpassed event and transaction processing performance at tier one carrier-grade scale combined with unlimited flexibility over system and service configuration. By leveraging a common transactional platform, Openet ensures that all products maintain industry-leading performance and scale, and allows customers that deploy multiple Openet solutions to benefit from operational efficiencies realized through a common set of administration and configuration capabilities.

A PARTNER TO LEADING SERVICE PROVIDERS WORLDWIDE.

Openet implementations include long-running engagements with the world's leading service providers, including Verizon, AT&T, BT, and Orange.

SERVICE OPTIMIZATION SOFTWARE

Openet's Service Optimization Software solutions—built upon the Openet Framework—extract maximum business value from the activity on service provider networks, activity that is continually increasing in both quantity and complexity. Our solutions accomplish this by allowing service providers to personalize and monetize services, and gain both visibility into, and control over service usage and network resources.

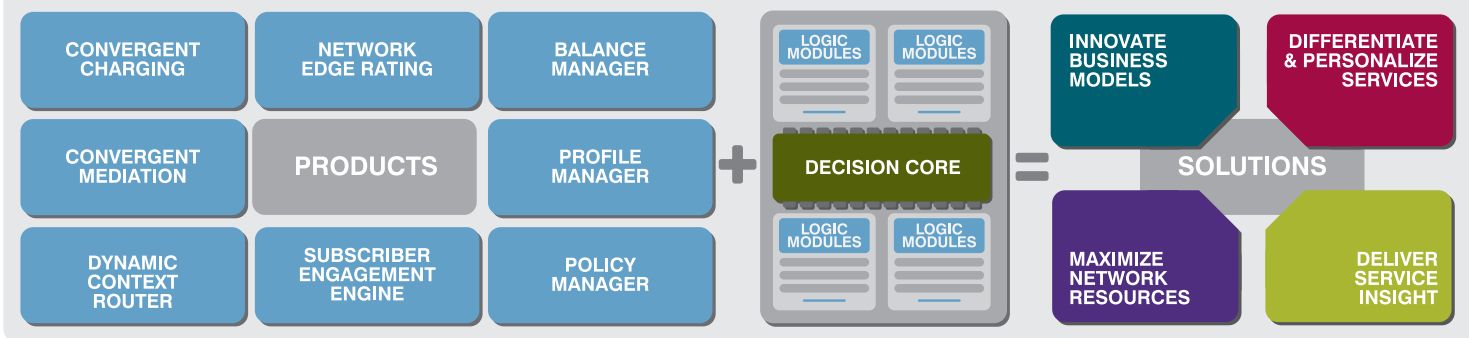
Make the Most of Every Network and Customer

With Service Optimization Software, your organization can deploy new business models to increase revenue, streamline operations to lower costs, and gain greater customer insight—all by managing the activity and transactions produced by your network. As a result, you can introduce new services, pricing models, and promotions with greater customer focus to better improve adoption and grow average revenue per user (ARPU). What's more, you can do so more cost-effectively, more quickly, and more profitably than ever before.

A PROVEN FOCUS ON THE NETWORK EDGE.

Unlike many providers that support broad, bundled software suites, Openet remains strongly focused on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with our industry-leading event-processing and transaction management software platform, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

OPENET SERVICE OPTIMIZATION SOFTWARE



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