

# Openet Balance Manager

Openet Balance Manager enables service providers to deploy hybrid pre- and post-paid accounts, manage account balances in real-time, organize subscriber hierarchies, and enforce spending limits. Subscribers enjoy the capability to allocate, share, and administer balances at an account and service level, giving them unprecedented control over their services.

Openet Balance Manager leverages the industry leading Openet Framework to deliver the performance, scalability, and flexibility demanded by the largest and most complex carrier networks.

## SUPPORTING CUSTOMER-CENTRIC EXPERIENCE

Customer satisfaction is strongly influenced by their perceptions of how well a service provider understands their needs. Openet Balance Manager provides a high degree of configurability, helping to deliver a tailored account set-up and management experience. With it, service providers can assign multiple subscribers to a group account, e.g., designating who has pre-paid and post-paid balances. Multiple lifecycle stages can be defined to monitor and react to subscriber activity, such as identifying low balance subscribers. Or use its support for promotional activities to award bonuses based on subscribers achieving usage thresholds.

## DIFFERENTIATION THROUGH PERSONALIZATION

Openet Balance Manager offers a range of features designed to support subscriber personalization of their accounts. Subscribers can designate which services are paid for from pre- or post-paid balances, determine how subscribers wish their accounts and services to be refilled, enforce account spending limits, and ensure out-of-credit accounts are sympathetically treated, e.g., allowing for limited overages for loyal users. By being able to customize their accounts, subscribers can add value to their service, facilitating a differentiated relationship with the service provider.

## REDUCE THE COSTS AND RISKS OF BALANCE MANAGEMENT

Designed for low latency high throughput, Openet Balance Manager shields existing balance management systems from the growing volume of real-time requests. Openet can remove

high-load services from expensive IN systems. Alternatively, it can be used to improve the real-time performance of existing software-based balance management solutions. By leveraging existing investments in customer interfaces, Openet Balance Manager provides a high-performance, cost-effective solution for post-paid account spending limits, the delivery of new pre-paid data services, and the support of new subscribers.

## 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 Balance Manager is deployed as part of a fully realized solution that directly addresses a service provider's unique business needs.

## 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 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.

## 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 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.

