

Openet Profile Manager

Operators' "subscriber relationship" status in the value chain enables them to gather and maintain data required to build personal relationships with individual subscribers or with subscriber segments, encouraging customer loyalty and enabling effective up-selling and cross-selling of existing services. Such personal relationships and the customer understanding they enable can inform the operators' acquisition and development of new services, as well as control how the operator interacts with the customer at all levels of its operation.

The problem carriers face in leveraging their unique position is most subscriber data is "tucked away" in disparate systems used only for one or two purposes and accessible to a smaller number of departments. In order to build a truly transactional, dynamic architecture in which data is collected, updated, aggregated, and utilized "on demand" can enable a service provider to use the data and enrich a customer with information that is very valuable.

Openet Profile Manager is a fully dynamic system that works with legacy infrastructure, in a federated and/or centralized solution, to enable the flexibility needed to deploy next generation policies, new business models, sophisticated promotions, and comprehensive personalization across the entire range of services.

COMPLIANT WITH 3GPP STANDARDS

Openet Profile Manager extends and enhances the 3GPP standards that define a Subscriber Profile Repository (SPR) function supporting Policy and Charging Control solutions, including Openet Policy Manager. Profile Manager features the ability to support either centralized or federated data (or a combination of both), and unites all subscriber information into a 360-degree view of demographic, preference, and usage information that can drive promotions decisions, personalization, and service options.

INTEGRATE SEAMLESSLY WITH OPENET BALANCE MANAGER

Many operators have deployed Openet Balance Manager as part of a strategy to evolve beyond the limitations of prepaid services based on legacy IN ("intelligent network") systems. A subscriber's purse is an important aspect of their profile; as such, Profile Manager integrates seamlessly with Openet's Balance Manager to deliver a single comprehensive, centralized profile solution.

Such an integrated deployment supports a unique range of new services that combine OCS functions and Policy functions, which are often themselves siloed. Examples include rating decisions based on profile information, or policy decisions supporting promotions based on top up behavior, overall balance, or average balance.

SUBSCRIBER DATA MANAGEMENT

In addition to supporting Policy and Charging functions, Profile Manager provides significant value on its own as a key component of Openet's recently announced Subscriber Data Management (SDM) architecture. SDM powers solutions such as Audience and Engagement Measurement, which enables operators to collect, aggregate, enrich and distribute usage data and subscriber profile information in real time to deliver more personalized services and highly targeted marketing campaigns—translating user behavior into a one-to-one experience and resulting in additional revenue.

EXTEND PERSONALIZATION AND VALUE BEYOND THE OPERATOR

Subscriber information is not just valuable to operators. When made available under controlled conditions that respect privacy and subscriber preferences, these data are valuable to a vast number of interested parties, from third-party service providers (applications, enhancements, etc) to advertisers.

Profile Manager enables innovative and disruptive business models: Disparate services from a variety of providers in a variety of formats can be promoted and personalized more appropriately with a complete view of the customer profile, generating consumer insights based on customer behavior, maximizing usage and revenues.

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

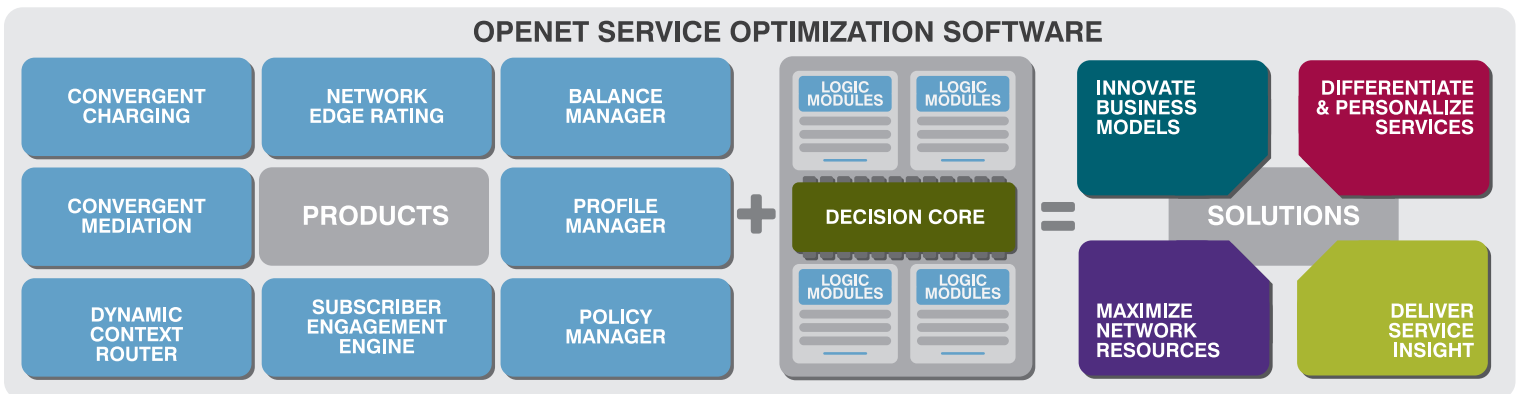
Openet’s Service Optimization Software solutions—built upon the Openet Framework—extract maximum business value from the activity on service provider networks, activity that is continually increasing in both quantity and complexity. Our solutions accomplish this by allowing service providers to personalize 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.



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