

Partner Service Controls

Operators have an unprecedented opportunity to implement new revenue models based on their fundamental role in enabling subscribers to access and do business with third-party service and content providers. As demand for bandwidth and IP-based services explodes, network access becomes a limited, thus increasingly valuable, resource. While subscribers may choose lower priced access plans with bandwidth or usage limitations, many third-party providers of content and services rely on high quality, high bandwidth access as the lifeblood of their businesses. Within this environment, operators have an opportunity to grow revenues by leveraging network intelligence to create new business models with content, application, and service providers.

Openet Partner Service Controls solution enables operators to establish revenue-generating partnerships in which third-party providers of content, applications, services, and devices subsidize access to ensure an enhanced end-user experience whenever subscribers access their applications, content, or services. With this solution, operators can generate new revenue streams, improve end-user experience of their subscribers, and play a more strategic role in the value chain.

CONVERGENT SUBSCRIBER EXPERIENCE

With Openet Partner Service Controls solution, operators can meet subscriber expectations for integrated, seamless experience across content, applications, services, and devices regardless of whether the providers are the operators themselves or unrelated third-party companies. Operators can create an ecosystem driven by revenue-sharing and/or direct payment partnerships to offer a fully integrated and seamless experience for subscribers. For example, providers of premium television content can pay an operator a fee to ensure that persons who pay to receive their content via a TV set can also enjoy online access to the content at a priority Quality-of-Service (QoS).

DYNAMIC ALLOCATION OF RESOURCES

With Openet Partner Service Controls solution, service providers can enable partners to dynamically control subscriber access to network resources based on usage volume, time, speed, application, and/or priority. Service providers can further define business rules that dynamically allocate resources based on real-time or pre-defined events. An operator, for example, can establish a revenue sharing partnership with a movie rental company to provide higher bandwidth during peak network traffic hours whenever subscribers view streaming online movies. Service providers could also partner with advertisers to share ad revenues in return for providing higher QoS for their streaming video ads.

TRACKING AND MONITORING PARTNER-SUBSIDIZED ACTIVITIES

Openet Partner Service Controls solution provides the ability to track and monitor partner-subsidized transactions in batch or real-time modes. By providing transaction details to downstream systems, including records that describe when and under what circumstances subsidized services were provided to subscribers, operators can monitor, reconcile, and audit activities to ensure they receive accurate and timely payments from partners. For device providers, Openet can monitor subscriber usage of devices and trigger automatic machine-to-machine communications. For example, if users are improperly using their devices, the service can be disabled and the user redirected to a page that explains why the service is not available.

MAKE THE MOST OF EVERY NETWORK AND CUSTOMER

Attract subscribers, provide them a great experience, maximize revenue from them, and minimize the cost to serve them. Sounds simple until you try to do it with millions of subscribers supported by inflexible legacy infrastructure amidst an ever-changing set of business requirements. To succeed in this environment, you must first know your subscribers and how they use your services, be capable of deploying innovative business models that maximize revenue, and be able to control the allocation of your network resources intelligently and efficiently. This is Making the Most of Every Network and Customer. And Openet can help with our Service Optimization Software. We provide this today for operators such as Vodafone, Orange, AT&T, Verizon and dozens of others across the globe.

OPENET FRAMEWORK

Openet products are built on the Openet Framework which gives our products their name and is the foundation for our suite of Service Optimization Software.

The Framework provides carrier-grade performance, as proven by the world's largest service providers to process billions of events daily and manage thousands of transactions per second with low latency.

Openet products and solutions integrate seamlessly with any network, enabling service providers to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Openet's suite of products includes policy management, mediation, charging, rating, balance management, profile management and dynamic context router.

SOLUTION DELIVERY SERVICES

Getting the Most Out of Your Investment

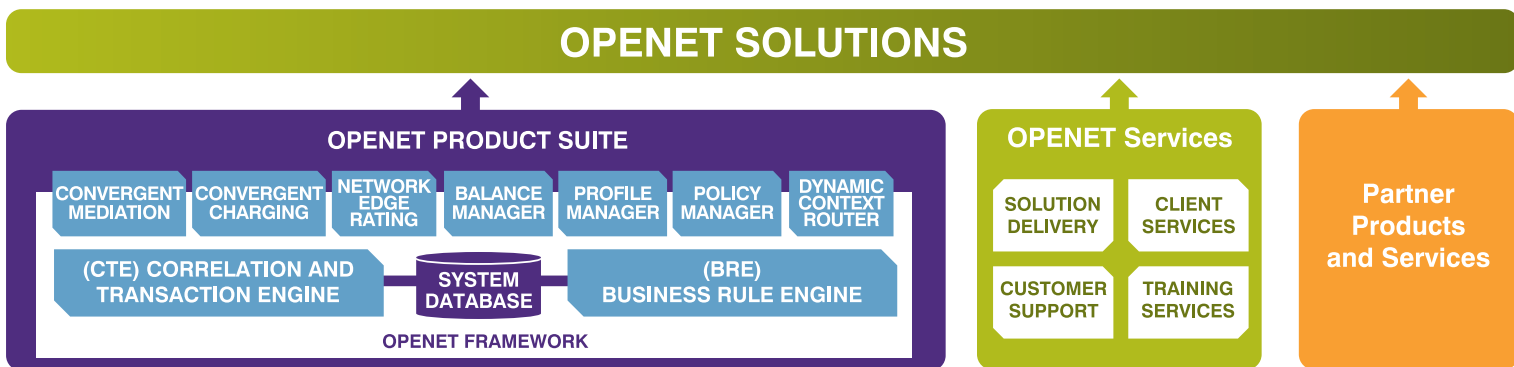
Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are deeply versed in the requirements for deploying and customizing our solutions to maintain performance at scale, while enabling service providers to launch new services quickly and cost-effectively.

A PROVEN FOCUS ON THE NETWORK EDGE

Openet focuses on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with Openet's industry-leading Framework and products, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

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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