

# Service Passes

We live in an increasingly mobile world. For many, the need to access email, internet, and corporate services from virtually anywhere is a requirement. However, not all subscribers want to commit to a long-term contract, or need access to all applications and content on the web. This unserved segment, are an ideal target to purchase a service pass. A service pass allows subscribers to purchase access to a service for a limited period of time or up to a certain volume of data.

Openet Service Pass solution allows service providers to support ad hoc purchases of internet access or to a particular service for a limited period of time, volume amount, or number of events. Supporting multiple charging models, it provides real-time service authorization, access, and session management, as well as providing information for downstream systems. This functionality allows service providers to target nomadic, pre-paid, and roaming subscribers who desire wireless data access.

## SUPPORT NOMADIC DATA ACCESS

Managing nomadic users can pose a problem, typically requiring a service provider to follow a pre-paid or voucher-based model. With a service charge paid upfront, the service provider must have the ability to check if subscribers have enough credit to initiate the session, and manage the session against the remaining balance. Openet real-time service management capabilities manage the different network elements, such as login/password authentication to enable service providers to co-ordinate the authentication of usage rights and authorize access to the service. Its quota management capabilities ensure accurate and secure payment for service.

## OFFER PREFERENTIAL, SINGLE-SERVICE PASS

With mobile, not all subscribers want to pay for or value unrestricted access to the entire web. However, they do value being able to access their single most important service, such as webmail or Facebook. Openet Service Pass supports a flexible, per-service charging approach. This allows operators to offer subscribers mobile access to their favorite or most essential service, either by number of times accessed or by time.

## PROMOTIONS

Service passes can also be extended for use in promotions. With Openet subscribers can obtain access to a service, content, or application for a defined amount of time or a limited number of events. E.g., allowing subscribers access to an official results site during a major tournament or allowing a subscriber to download a limited amount of content to encourage service adoption. Similar to coupons in the retail world, service pass promotions can be quickly defined, rolled-out, and retired. Adopting this approach gives service providers a flexible and valuable marketing tool to encourage subscribers to adopt value-added services.

## 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.

