

# Subscriber Data Management

## 360° Visibility to Make the Most of Every Network and Customer

Operators recognize that the customer and customer information are amongst their most valuable assets. Managing these assets poses significant challenges as a result of the growth of new services, lines of business and industry consolidation. These challenges include managing multiple data repositories across products and applications, replicating subscriber information to address new business opportunities, and enabling more dynamic, personalized services.

Operators cannot afford to lose time assembling data for applications from scratch to fuel insight and service delivery applications. Openet's Subscriber Data Management (SDM) provides the overarching architecture and tools needed to assemble and enrich service usage and subscriber profile information, making it a truly common resource across networks, services, and applications. This centralized, real-time repository means subscriber profile and analytical information is actionable and consistent, eliminating the need to invest in multiple data management systems to address different business needs.

## GAIN COMPETITIVE ADVANTAGE FROM LATENT OSS/BSS DATA

Openet's SDM manages the subscriber information necessary to simplify and control service delivery access and interactions. It provides the architecture and tools to create rich, real-time user profiles required to deliver subscriber-aware services. It federates and stores, at the network edge, the subscriber data historically locked away in order management, service assurance, billing, and CRM silos. It makes this data available with extremely low latency, through standardized interfaces to applications that control service delivery. This enables service delivery decisions to be personalized based on policy management rules, service plan, subscriber-defined permissions, presence, device, access network, and location information.

## UNIFIED INFORMATION MANAGEMENT

With subscriber usage converging around IP-based services, business intelligence systems must break out of device and platform-specific "silos" to allow accurate measurement and analysis. SDM aggregates data across subscribers, profiles, orders, HSD, linear TV, VOD, phone, and other important usage information. It creates real-time data feeds to be gathered, filtered, and aggregated, when and where it is needed. Additionally, information can be enriched from third-party sources and anonymized to address privacy concerns in support of a unified data management strategy. This approach provides valuable insight for users across the business, including: marketers looking to create better subscriber profiles by enriching service usage data with credit-score, and psychographic information; financial analysts seeking to measure costs and ROI; and engineers seeking resolution of legacy OSS architecture issues.

## BEYOND TECHNOLOGY: DATA WITH A PURPOSE

Openet leverages its history of interfacing with operators' network elements and OSS/BSS data assets to unlock siloed systems and the data contained therein. This expertise has been codified into the SDM data model, which provides an overall strategy to help operators "own their data" by aligning all facets—data, processes, and applications – to untangle information from underlying systems. SDM works with an operator's current infrastructure, providing a foundation from which multiple point solutions for analytics and service delivery can be built. Openet offers both analytical and transactional capabilities to support: Audience Engagement Measurement, Policy Management, Charging, Revenue Assurance, Interactive Service Fulfillment, eWallet, Content Anywhere and more.

## 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.

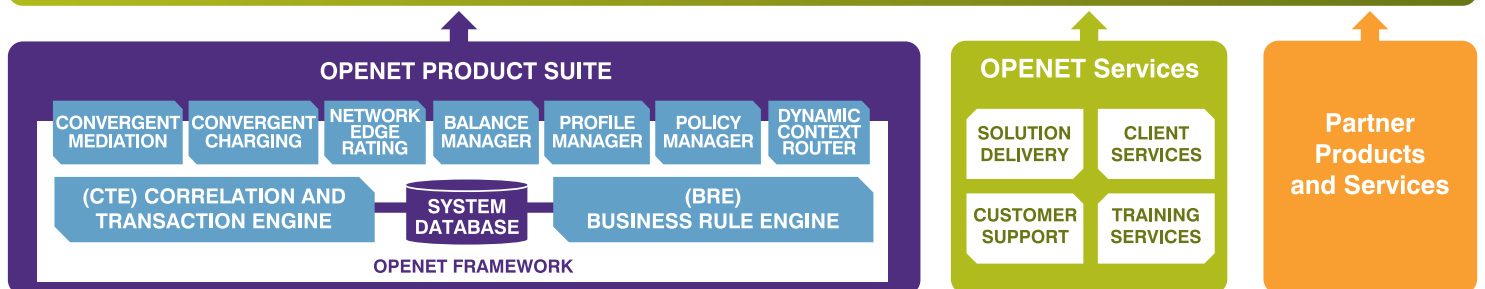
## A PROVEN FOCUS ON THE NETWORK EDGE

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.

## OPENET SOLUTIONS



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