

Tiered Service Controls

The increasing availability of and demand for rich content, over the top applications, and other new IP-based services are leading to exploding demand for bandwidth. Many operators are also finding that the data needs of subscribers are becoming increasingly diverse. In this environment, flat-rate access plans with best effort delivery are not effectively meeting subscriber needs and may lead to unprofitable and/or unsatisfied users.

The Openet Tiered Service Controls solution enables service providers to dynamically allocate network resources based on service tiers. With service tier plans, operators can cost-efficiently and intelligently manage network growth, more effectively meet the consumption needs of their subscriber segments, and better match revenues with network utilization.

OFFER SEGMENT-SPECIFIC PLANS

With Openet Tiered Service Controls, operators can create service tiers that allocate network resources based on allotted tiers of volume (usage and/or time), speed (bandwidth), application type, priority (subscriber and/or application), or any combination thereof. Service tiers—such as Platinum, Gold, Silver, and Standard—can be offered to meet the varying needs of different subscriber segments—such as mission critical access requirements of enterprise accounts, “anywhere, anytime” access demanded by road warriors, business-grade access needs of cost-conscious small businesses, and value-based access needs of casual residential users.

DYNAMICALLY ALLOCATE RESOURCES

Openet Tiered Service Controls solution can create compelling service tiers by dynamically applying a variety of business rules based on real-time or pre-defined events and conditions. Operators can dynamically control subscriber access to network resources with rules that bind service tiers to real-time parameters, such as time of day, network capacity, and subscriber information. For example, a business customer pays for Platinum service only during business hours and days (e.g., 8am-5pm, Monday-Friday) and Standard service for all other times. To promote cross-platform usage, another example is to automatically upgrade subscribers for a specific billing period during which time they use more than 1000 voice minutes or view more than 5 premium movies on demand.

RECEIVE AN INTEGRATED SOLUTION

Openet Tiered Service Controls offer the ability to manage volume and monetary quotas in real-time and to implement tiered pricing models to better match revenues with network utilization. By tightly integrating real-time policy management with charging control functionalities, service tiers with quotas can be tracked, monitored, and managed against thresholds in real-time at the level of the individual subscriber session. Additionally, service tiers can be progressively priced based on the level of service received and/or quantity consumed (e.g., first 5GB costs \$15.99 and each additional GB thereafter costs \$2.99/GB). An integrated solution reduces latency and provides the scalability to meet the performance needs of the largest operators around the world.

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

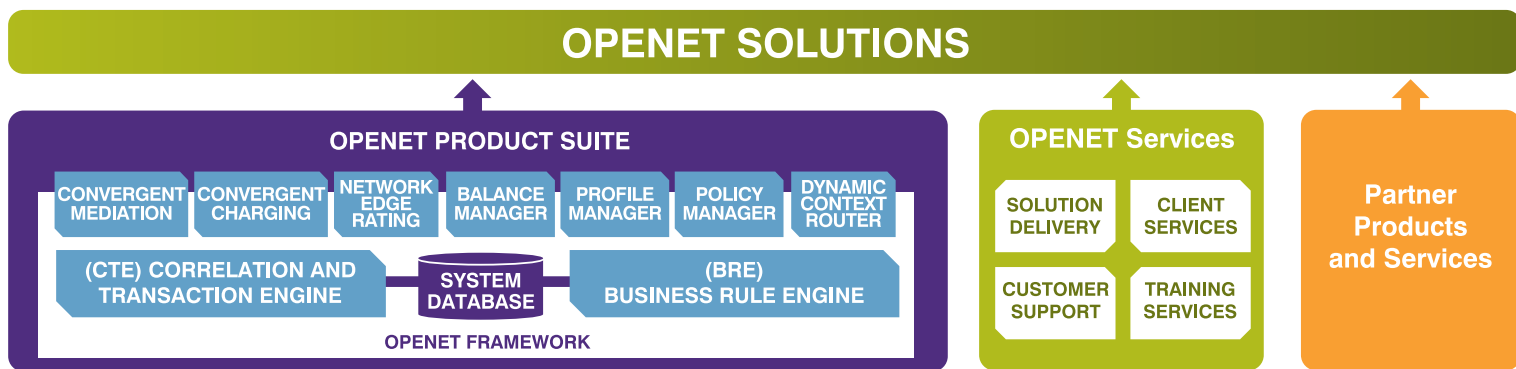
Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are 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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