Fair Usage

Service providers across all network infrastructures—wireline, wireless, and cable—are grappling with explosive growth in demand for network resources. This trend is driven by the availability of and demand for bandwidth-intensive applications that require higher levels of QoS for acceptable user experience. The growing popularity of rich media, interactive applications, and convergent devices are driving exponential increases in data usage. Additionally, many operators face a situation in which a small number of power users are consuming ever larger volumes of network capacity leading to network congestion. In this environment, service providers must ensure network costs do not outpace revenue growth while meeting the data usage needs of all subscribers without eroding profit margins.

With Openet's Fair Usage solution, service providers can ensure optimal experience for all subscribers by dynamically managing subscriber usage and network resources in real-time. Operators can enforce fair use policies and manage network congestion while maximizing the value of their networks. The solution is based on Openet's Policy Manager product.

CONTROL AND MANAGE INTERNET CONSUMPTION

With Openet's Fair Usage solution, service providers can control and manage users that have been identified as excessive to enforce fair usage policies. Operators can configure and assign usage limits to individual subscribers, and monitor usage against specified limits in real-time. In order to empower subscribers and prevent surprises, operators can enable subscribers to track their data usage using online reports and/or automatic alert notifications.

MANAGE TERMS AND CONDITIONS ENFORCEMENT

Whenever subscribers exceed the usage allowances specified in their service agreements, Openet's Fair Usage solution gives service providers the flexibility to dynamically implement various escalation responses that are based on subscriber profile, account plan, usage history, session data, time of day, application, and other parameters. Personalized notifications can be sent to excessive users based on their profile, account plan, usage history, and other parameters. A variety of actions can be taken whenever a subscriber surpasses his usage limit, such as disallowing certain usage or reducing connection speed during peak hours, in order to deliver the best possible service to all subscribers.

MAXIMIZE THE VALUE OF NETWORK ACTIVITIES

Operators are finding that flat-rate plans are not accurately capturing revenues as the usage patterns of their subscribers become increasingly divergent, and devices, applications, and content that drive data usage are rapidly becoming popular. In conjunction with their Fair Usage initiatives, operators can use Openet's Convergent Charging to offer flexible payment and service plans that accommodate the usage needs of all subscribers. By combining charging capabilities with Fair Usage policies, operators can ensure power users cover the costs generated by their heavier usage, while offering attractive prices to lighter users.

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
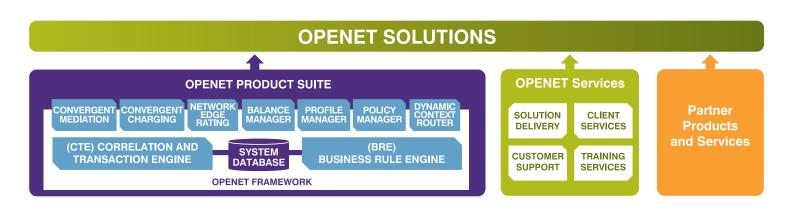
Getting the Most Out of Your Investment

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

OPENET PRODUCT SUITE

CONVERGENT MEDIATION	CONVERGENT CHARGING	NETWORK EDGE RATING	BALANCE MANAGER	PROFILE MANAGER	POLICY MANAGER	DYNAMIC CONTEXT ROUTER

(CTE) CORRELATION AND TRANSACTION ENGINE — SYSTEM DATABASE — **(BRE) BUSINESS RULE ENGINE**

OPENET FRAMEWORK

OPENET Services

SOLUTION DELIVERY	CLIENT SERVICES
CUSTOMER SUPPORT	TRAINING SERVICES

Partner Products and Services

OPENET
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