

Telcordia®

Real-Time Charging

001

Put the customer at the heart of your business with tailored promotions and features

002

Get creative with rate plans, cross-product offers, and hybrid prepaid/postpaid accounts

003

Reap major savings by consolidating charging on one platform

Telcordia® Real-Time Charging is a unique solution that can turn pricing into one of your most powerful differentiators. By making it easy to create and deploy customer-specific rules for rating, discounting, promotions, and settlements, it offers endless opportunities to refresh and personalize the telecom experience.

► “Convergence” is not just changing service delivery. It’s also shaping expectations. Customers want voice, data, video, and music on one device. They want to make VoIP calls while downloading messages. They want postpaid mobile service at work and prepaid during personal time. They want to put spending limits on their children’s mobile downloads.

Unfortunately, when it comes to this type of personalization, “billing” has been a major obstacle. Traditional charging solutions were never meant to handle quick-change charging plans and e-merchandising, a real-time activity that requires rating and offers on the spot.

That’s why providers need an affordable charging solution that can handle the real-time demands of what we call Convergence⁴ — voice/data, prepaid/postpaid, fixed/mobile/cable, and circuit-switched/IMS.

MAKE CHARGING YOUR DIFFERENTIATOR

Real-Time Charging, part of the Telcordia Service Delivery Suite, runs on the Telcordia® Converged Application Server alongside your service applications to enable real-time rating and session control.

At the heart of this network-aware solution is a real-time IP Multimedia Subsystem (IMS) Online Charging System (OCS). It gives you the unique ability to broker circuit-switched and packet-based charging sessions simultaneously across IP, VoIP/IMS, and circuit-switched domains, because it integrates with switches, IP servers, and IMS Call State Control Functions (CSCFs) at a highly attractive cost per transaction.

With its advanced graphical design tools, you can embellish services, promotions, and features faster than ever before with next-generation, real-time charging capabilities, whether you're offering circuit-switched voice and messaging services or multimedia mobile gaming. And when you're ready to move to IMS, your charging infrastructure is in place and ready to go.

GET PERSONAL WITH YOUR CUSTOMERS

Transforming the customer experience is about creating “charging models” that are truly customer centric. Are your customers business users? Are they parents? Are they sports fans? Do they volunteer? Maybe they do all these things.

After you create packages with virtually any mix of video, voice, high-speed Internet, and mobile services, you can go further in ways that are consistently shown to boost usage, loyalty, and market share, such as:

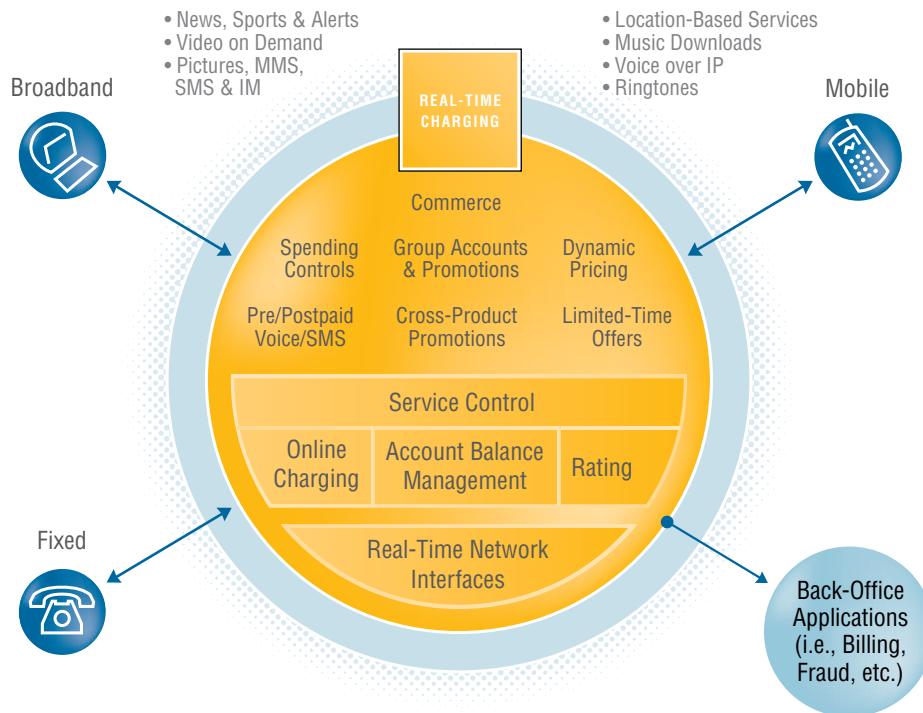
- Offering affinity charging plans and promotions based on any group relationships, like businesses, clubs, and families
- Sweetening plans with volume discounts, cross-product promotions, and bundles — like free movies or music downloads for loyal users of any service

■ INNOVATION

■ EXPERIENCE

■ REACH

Real-Time Charging Solution Architecture



- Offering dynamic tariffs with granularity down to cell level based on network load
- Setting easy-to-understand fees for services or content
- Enabling simultaneous use of services
- Offering hybrid prepaid/postpaid accounts
- Charging by subscription, time, usage, or content type
- Triggering features, discounts, and plans in real time based on usage.

OFFER SOPHISTICATED USER CONTROL

Our system also puts power into customers' hands. Users (or bill payers) can customize their experiences with usage limits, time of day controls, and user options. They can also monitor their own prepaid balances and changing preferences whenever they want, subdivide their accounts, designating some as prepaid and some as postpaid, and (within your limits) control their own spending on each account.

You can offer lots of options, because our platform lets you collect and correlate usage data from all appropriate sources — network elements, intelligent routers, and service platforms — and manage the data in real time.

USE ONLY THE MODULES YOU NEED

Real-Time Charging is comprised of optional, modular components that include:

- A rules-based, real-time rating engine powerful enough to handle thousands of transactions per second
- A service execution engine for real-time call/session control
- A content-aware, active mediation platform for IP content services
- A high-speed, in-memory account balance and usage database, optimized for exceptional reliability and the flexibility to add and remove balance buckets in real time.

Real-Time Charging integrates into virtually any billing environment and can also support an IMS environment. The IMS components, including the OCS, are compliant with 3rd Generation Partnership Project (3GPP) and Open Mobile Alliance (OMA) standards.

RELAX. IT'S RELIABLE, AVAILABLE, INTEROPERABLE

You can count on it. As our system has evolved, it has earned more than 170 installations with over 600 system-years of continuous operation without a service-affecting outage. Its components are built on the most modern off-the-shelf technology, and utilize industry-standard blade servers for high performance and cost-effective, scalable configurations. Load-sharing servers operate "always-on" — not in inferior standby mode — with no single point of failure. That means continuous operation with "load-sharing cluster" configurations that can handle the interactive demands of converged services.

THE TELCORDIA SERVICE DELIVERY SUITE

The Telcordia Service Delivery Suite provides a set of service creation and control enablers that deliver on the promise of convergence, allowing you to create, test, deploy, and bill advanced services for fixed, mobile, and converged networks. Built upon our service delivery platform, the suite gives you a faster, more cost-effective concept-to-cash cycle, so you can differentiate your offering and create new revenue streams.

AT A GLANCE

Telcordia Real-Time Charging enables you to:

- Treat each customer as a "market of one"
- Enrich relationships with targeted, creative rate plans, discounts, and promotions
- Save time and money by creating, testing, and modifying services and rate plans from the desktop
- Boost revenue by delivering IP service sessions with multiple charging options
- Implement customer-friendly features, like flexible account recharging, spending limits, and "Advice of Charge" messages, before selecting services.

You can integrate it. Real-Time Charging supports more real-time network standards than any other solution, and it's at home in network or IT environments. It's based on an open, extensible framework that incorporates standard IT integration technologies, so you can introduce Telcordia and non-Telcordia products, network resources, and service elements without costly integration.

WHY USE REAL-TIME CHARGING?

Consider our Real-Time Charging solution if you want to:

- **Move faster.** Speed time-to-market by operating in a real-time environment to quickly and easily create new service bundles and promotions.
- **Cut cost of ownership.** Consolidate charging on the Telcordia Converged Application Server, our open and flexible convergent charging platform, to reap major cost savings, including those associated with integration.
- **Low cost of entry.** Our configurable solution provides powerful flexibility, but keeps initial costs low.
- **Reduce churn.** Make your subscribers happy and loyal to keep them coming back for more.
- **Boost revenues.** Expand your service offerings and revenue potential by supporting two-sided business models.
- **Keep quality high.** Maintain network-grade reliability with high throughput and low latency for even the largest networks by delivering services on IBM® BladeCenter® blade servers.

LAY THE GROUNDWORK FOR ONGOING SUCCESS

Never again be restricted to offering everyone the same experience. Never again limit customers to using services one-at-a-time or paying only one way. This solution makes it cost effective to treat each user as a "market of one."

Learn more about how to transform your customers' experience and avoid the high costs of multiple charging systems by creating, testing, deploying, managing, and charging for prepaid and postpaid services on one platform.

We'll show you why Real-Time Charging is recognized for outstanding performance, reliability, and flexibility, along with faster implementations and lower cost-of-ownership, than any competitive system.



For more information about Telcordia Technologies, contact your local account executive, or you can reach us at:

+1 800.521.2673 (U.S. and Canada)

+44 (0)20 7632 4450 (Europe)

+1 732.699.5800 (all other countries)

telecom-info@telcordia.com

www.telcordia.com

ACHIEVE SUCCESS

Our Service Delivery Suite is an embodiment of the Telcordia Elements of Success — our Innovation, our Experience, and our Reach — all of which help lead to your success as you evolve your network, deploy new services, and manage the experience of your customers.

IBM and BladeCenter are registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Copyright ©2010 Telcordia Technologies, Inc. All rights reserved.

MC-SDL-BR-005-2