

Data Experience Solution

Market Offer Datasheet
Offer more with **Data Pass**



Customers want flexible data offers

To differentiate themselves in the mobile data market, operators need to provide subscribers with a flexible range of offers that give them access to the types of services they want, when they want them. To boost average revenue per user (ARPU), operators can augment their base data plans with flexible, temporary add-ons that appeal to a wide range of subscriber needs across different market segments. They also need to appeal to the casual user segment to provide temporary access to data.

To successfully implement these kinds of offers, operators need the ability to meter existing monthly plans and new add-on services simultaneously, and provide convenient in-service notifications. They must be able to provision customers who do not have existing data plans so that they can temporarily use mobile data.

Amdocs data pass market offer

The Amdocs Data Experience Solution, which integrates real-time policy control with online charging, includes a pre-integrated Data Pass market offer that fast tracks the process of supporting data passes covering a variety of different types of data usage, including basic data access, roaming data access, speed passes, and access to specific applications, such as video streaming. This market offer provides the ability to present data passes as chargeable add-ons to base plans and to provide temporary data services for customers who don't want to commit to a monthly plan.

Benefits

- Define new data pass offers rapidly using GUI-based service offer templates
- Provide convenient and targeted data add-ons and promotions in real time to boost revenue
- Offer compelling data services with flexible plan definitions – extensive configuration options for policy and charging rules
- Meter and manage temporary and monthly usage thresholds in real time to avoid revenue leakage
- Upsell opportunities – try-before-you-buy offers transition users from casual to monthly subscribers

The Data Pass market offer provides all the tools that allow operators to dynamically provision services, meter usage in real time, rate data according to plan, and provide in-service notifications to help operators meet diverse subscriber needs and generate incremental revenue.

Key features

Amdocs Data Pass market offer supports:

- A broad set of configurable options for creating compelling service add-ons: roaming and domestic data, application data passes, speed passes, and more
- Sophisticated real-time quota management based on time, volume, application type, location (i.e. roaming vs. domestic)



- Flexible support for chargeable add-ons to monthly plans and temporary data passes for casual use
- Real-time, in-service notifications: convenient notifications to increase subscriber awareness
- Ability to trigger specific actions as a result of real-time events, such as offering roaming data passes when a subscriber roams to a different network

Functional components

The Tiered Services market offer leverages the following functional components of the Data Experience Solution as shown in Figure 1.

Product Catalog

The Product Catalog allows operators to quickly create service definitions for a variety of data passes, either as stand-alone offers, or tied to existing monthly data plans.

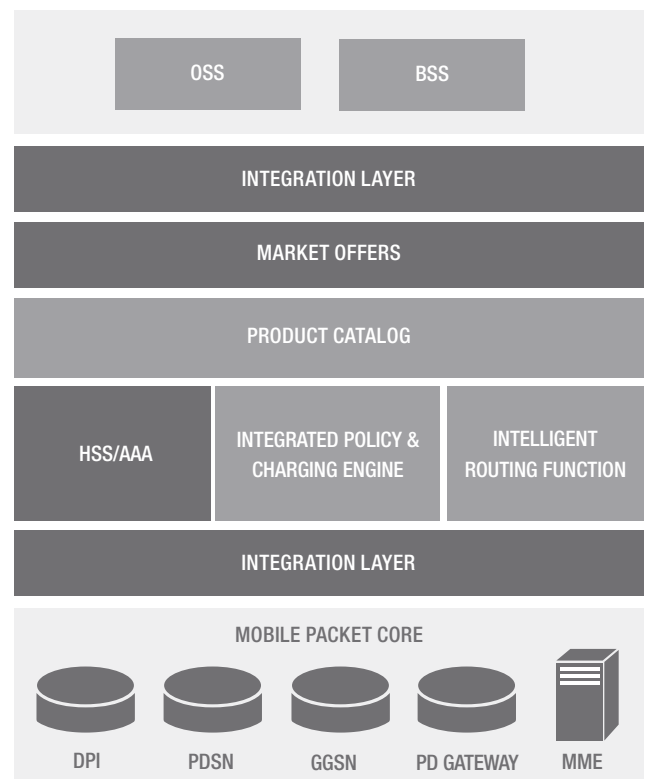
Using the product catalog's graphical user interface (GUI), product managers can create new Data Pass offers by defining the parameters in the market offer's template.

Integrated policy and charging engine

The integrated policy and charging engine meters data usage for each data pass in real time. It can meter by volume, time, or application through standards-based integration with the policy and charging enforcement functions in the mobile packet core network. For example, a casual use pass can be metered based on volume of data and by time. When the subscriber's limit has been reached (either the volume or time limit), the component can block access or prompt the user to sign up for a new data pass. The integrated policy and charging engine can also manage QoS levels, ensuring users get the level of service they have purchased with the pass.

Operators can apply rating information to each temporary data pass and meter usage based on monetary balance, volume limit, time or application usage. The integrated policy and

FIGURE 1: THE AMDOCS DATA EXPERIENCE SOLUTION



charging engine supports complex limits as defined in the service plan. It also provides support for immediate provisioning and activation of temporary data passes.

Intelligent Routing Function

Intelligent Routing Function provides a single Diameter interface to the 3G and 4G packet core network. When the Data Experience Solution sends a real-time policy or charging control to the network, the component acts as the common Diameter interface to all devices in the network and provides routing and load-balancing capabilities.



Configuration options

Using the Data Pass market offer, operators can offer customizable temporary data access passes based on time, volume, monetary value or specific data usage (such as application usage, or roaming data). Operators can charge for different application types at different rates and apply special promotional pricing when needed.

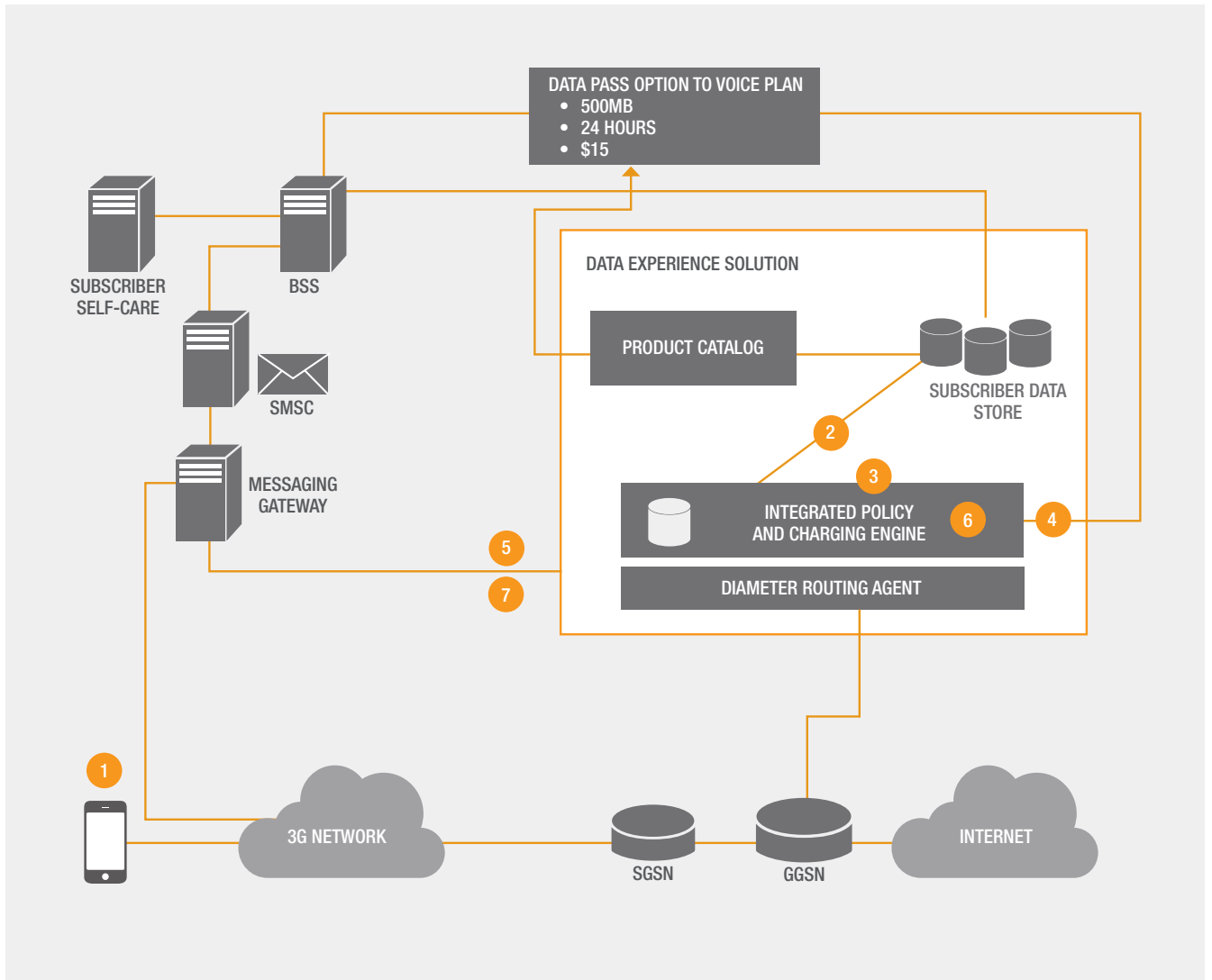
The Data Pass market offer includes a number of configuration options that allow you to rapidly customize the design of service offerings, including:

- Time, volume and monetary limits
- Data Pass validity time and period
- Data Pass start and end time: daily, weekly or monthly passes
- Actions on thresholds: block data access, prompt sign up for roaming data pass, offer data top-ups
- Roaming zones: roaming passes based on network or country zones
- QoS Definition: bandwidth boost, QoS upgrades



How it works

1. A subscriber who does not have a data plan requests a data session.
2. The integrated policy and charging engine checks the Subscriber Data Store for a Data Pass option within the voice plan — Yes.
3. The integrated policy and charging engine completes a credit/balance check, assigns a 24-hour time balance to the subscriber, and instructs the GGSN to initiate the data session.
4. The integrated policy and charging engine deducts \$15 from the account balance and generates a call data record (CDR) to the BSS.
5. The integrated policy and charging engine begins monitoring time usage and at 80% of the time limit, an SMS notification is sent to the subscriber.
6. When the 24-hour period expires, the integrated policy and charging engine runs a balance check. A zero balance is returned.
7. The integrated policy and charging engine generates an SMS to notify the subscriber that the session is terminating and prompts the subscriber to purchase a new data pass.



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