

Data Experience Solution

Market Offer Datasheet

Top Tier: Using **Tiered Services** to attract more subscribers



No more all-inclusive plans

The days of all-you-can-eat data plans are mostly over due to the capacity crunch. What will take their place? In the drive to effectively monetize mobile data and save network resources, operators are increasingly moving to a tiered, or usage-based, model to appeal to the broadest possible range of subscribers. To be successful, operators need the ability to rapidly deliver a variety of flexible service tiers based on volume, time and application usage, as well as monetary value. They also need the ability to augment these plans with temporary add-ons that users can access in real time when they need them, such as bandwidth or volume boosts, to provide a superior data experience and increase average revenue per user (ARPU).

Amdocs tiered services market offer

The Amdocs Data Experience Solution, which features real-time policy control tightly integrated with online charging, includes a pre-integrated Tiered Services market offer that provides operators with a set of out-of-the-box capabilities for defining and delivering new tiered plans to their customers quickly and cost-effectively.

The Tiered Services market offer enables operators to create a suite of flexible and sophisticated data plans with options such as zero-rated usage of specific applications (such as social networking), daily maximums, and limited usage for certain types of traffic, like video streaming. The market offer combines all the elements needed to define,

Benefits

- Define new service tiers rapidly using GUI-based service offer templates
- Maximize flexibility with extensive service tier configuration options for policy and charging rules
- Meter and manage temporary and monthly usage thresholds in real time to avoid revenue leakage
- Correlate data usage with monetary value in a single system with integrated policy and charging – for improved subscriber transparency
- Increase user awareness with proactive notifications when approaching data limits

provision, rate, meter and charge for these services, minimizing revenue leakage and monetizing the data flowing through the network.

Key features

- Centralized, template-driven definition of service tiers and add-ons using product catalog
- Extensive configuration options for creating varied service tiers based on different types of metering: volume, time, application and monetary usage
- Granular control of usage limits based on specific time periods, such as daily, weekly, monthly, time-of-day or day-of-week limits



- Support for multiple actions when subscriber usage thresholds reached, including real-time notifications, overage charges, QoS changes, or portal redirects
- Ability to trigger specific charging actions as a result of real-time events in the network, such as applying different charging rules when a subscriber usage limit is reached.
- Configurable real-time subscriber notifications in response to network events, subscriber usage, promotional offers

Functional components

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

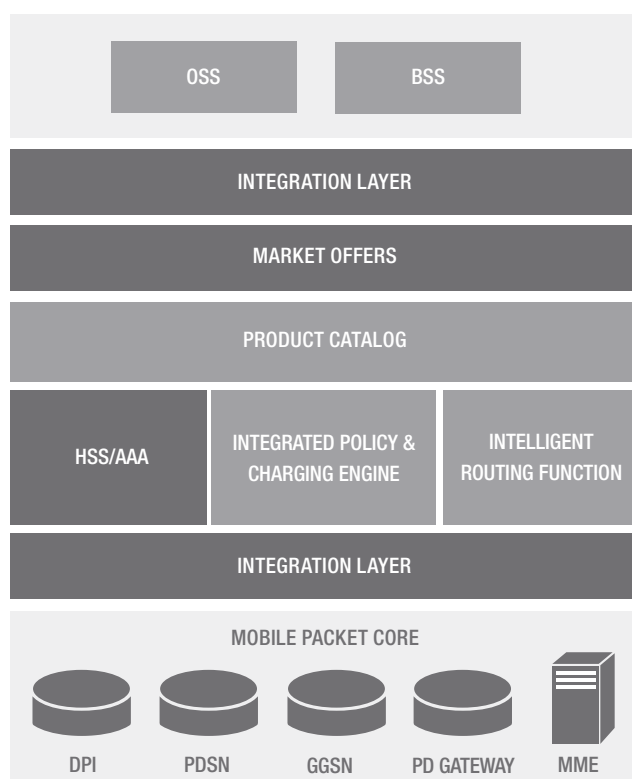
Product catalog

The product catalog enables rapid definition of new service tiers and also gives operators the ability to augment simple service tiers with chargeable add-ons, such as roaming controls, application-based metering and time-of-day usage caps. Using the product catalog's graphical user interface, product managers can create new tiered offers by defining the parameters in the market offer template.


Integrated policy and charging engine

The integrated policy and charging engine performs both the policy control and charging capabilities in the Data Experience Solution. It meters data usage for each defined service tier in real time through standards-based integration with the policy and charging enforcement functions in the mobile packet core network. It can meter usage for a service tier based on volume or time, or a combination of both. Volume metering can be done in aggregate or on a per-application basis (for example, volume used for video streaming).

FIGURE 1: THE AMDOCS DATA EXPERIENCE SOLUTION



When a subscriber reaches a predefined usage limit, the integrated policy and charging engine applies one or more controls, depending on the characteristics defined for the service tier. These include reducing quality of service (QoS), applying different charging rules or redirecting the subscriber to a top-up portal.



The integrated policy and charging engine enables operators to apply rating information to each service tier and any related service add-ons. It can also manage subscribers' monetary balance associated with the service.

Intelligent Routing Function

The 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, this component acts as the common Diameter interface to all devices in the network and provides routing and load balancing capabilities.

Configuration options

Using the Tiered Services market offer, operators can customize service tiers to a very granular level. Tiers can be based on different QoS levels for various applications such as social media and video streaming content. Operators can also charge different application types at different rates, and even zero-rate certain services if they are part of a specific plan.

The Tiered Services market offer includes a number of configuration options that allow you to rapidly customize the design of your service plans, including:

- Differentiated QoS based on subscription and application type
- Differentiated charging rules based on subscription and application type
- User state query — user's subscription, service overlays, location, usage and balance
- Subscription update from BSS with plan change
- Selective content blocking
- Notifications at specific usage threshold
- Notifications at specific balance

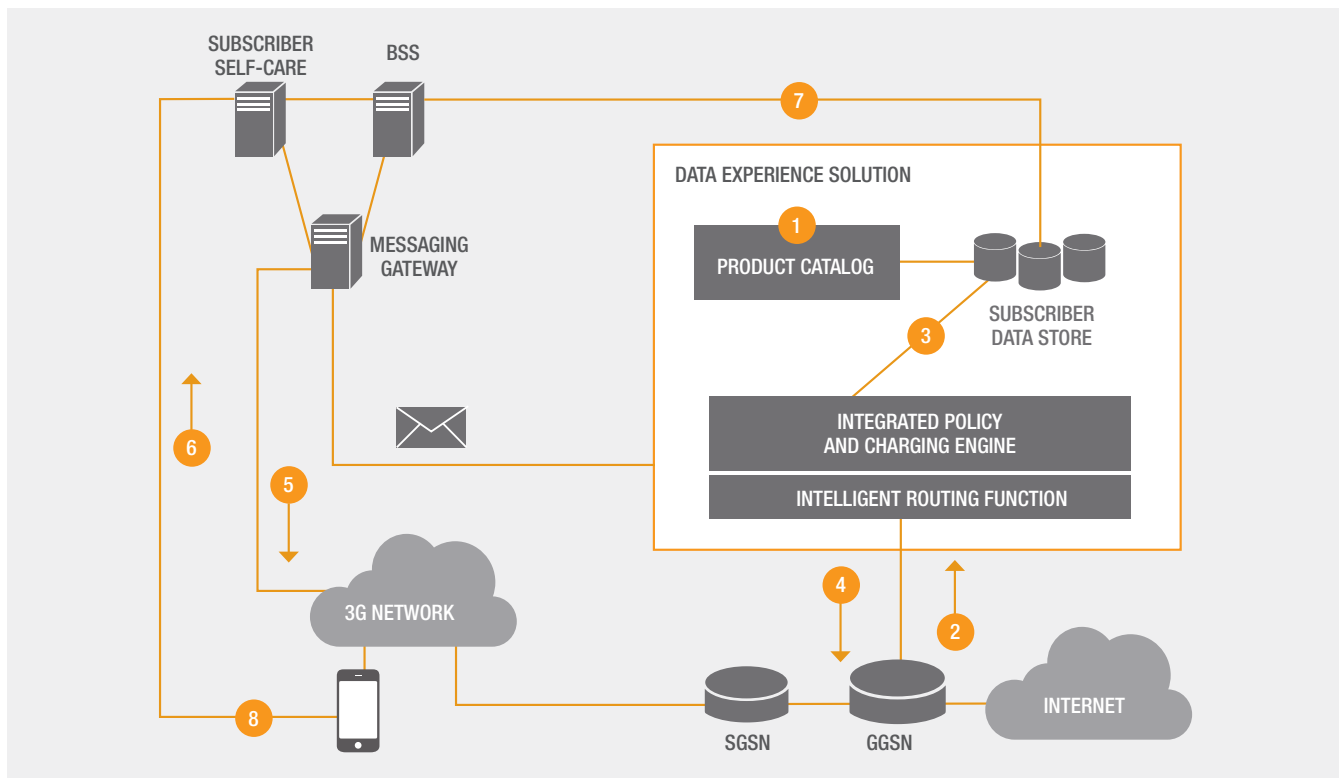
How it works

1. Service tiers are defined in the Product Catalog.
2. The integrated policy and charging engine performs session control using Gx interface and real-time volume-based quota management using the Gy interface to the network.
3. The integrated policy and charging engine applies QoS rules based on the subscriber's service package, and applies the appropriate rate plan, for example:

Gold Service:

- Max speed: 1 Mbps
- 3 GB monthly quota
- Overage: \$1 per MB

4. When the usage and monetary limits reach set thresholds, the integrated policy and charging engine sends a policy to the GGSN to redirect the subscriber to the operator portal.
5. The subscriber is redirected and receives an SMS with an offer to upgrade to the next service tier.
6. The subscriber upgrades to the next service tier to take advantage of 3-month promotion.
7. The Data Experience Solution receives subscription change and promotional rate plan information.
8. The subscriber uses the client application to view real-time usage.



amdocs

embrace challenge e^xperience success