

Data Experience Solution

Market Offer Datasheet
The Upside of **Upsell**



Increasing average revenue per user with dynamic upsell

As mobile data services and applications move from nice-to-have to necessity, subscriber needs are evolving and data plan requirements are changing rapidly. Mobile operators can capitalize on this market dynamic by providing their subscribers with a choice of targeted upsell options for data usage that they can sign up for in real time. Implementing these offers successfully involves several challenges, including notifying the user of relevant offers in real-time; keeping track of multiple usage quotas for a single user; and managing complex policy and charging rules.

Amdocs upsell market offer

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

Upsell equips operators with the tools they need to give subscribers a range of upsell offers to choose from in real time. Examples include purchasing a one-time speed boost and signing up for try-before-you-buy promotions. The toolkit included as part of the market offer includes APIs, portal integration capabilities and service definition templates that can be used to define service characteristics rapidly.

Key benefits

- Define new upsell offers rapidly using GUI-based service-offer templates
- Increase ARPU by creating new opportunities for service upsell
- Improve subscriber data experience with choice of temporary service upgrade
- Introduce try-before-you-buy or other time-based specials

Key features

- Extensive configuration options for upsell offers based on different types of metering: volume, time, application and monetary usage
- Support for metering multiple thresholds simultaneously – including limits for base plans and temporary limits for promotional offers over and above existing plan usage thresholds
- Multiple policy actions in response to subscriber actions, including real-time notifications, overage charges, QoS changes or portal redirects
- Configurable, real-time subscriber notifications in response to network events, subscriber usage and promotional offers



Functional components

Product catalog

The Product Catalog enables rapid definition of new upsell offers, which speeds and simplifies the process of making these offers available to subscribers. Using the graphical user interface of the Product Catalog, product managers can create new upsell offers by defining the parameters in the market offer template.

Integrated policy and charging engine

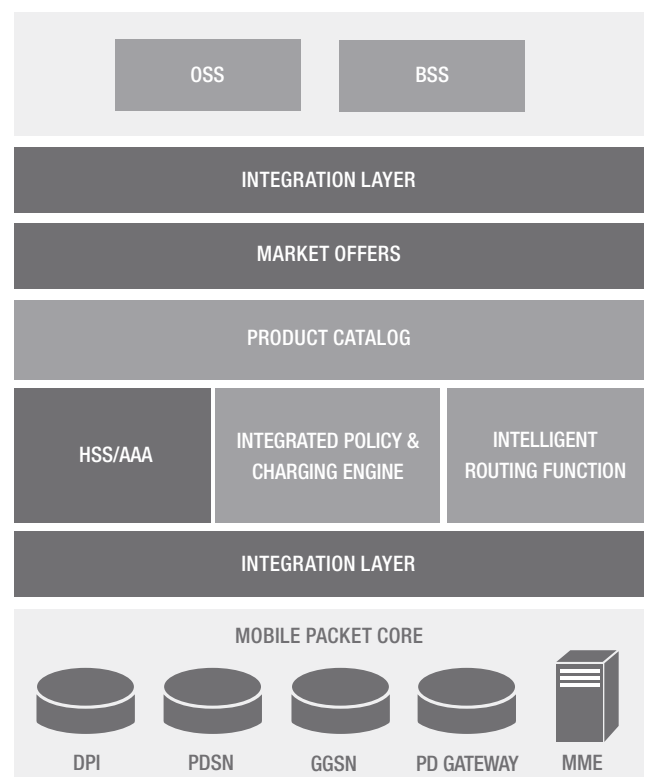
The integrated policy and charging engine and charging engine acts as a 3GPP Policy and Charging Rules Function and performs subscriber session control to support different types of upsell services, such as data plan upgrades and temporary data plan promotions. This component applies these controls in the network by communicating with one or more policy and charging enforcement functions over the Gx interface. The types of controls applied are dependent the upsell offer being supported. A variety of controls may be included, such as subscriber redirection to an operator portal, or applying temporary QoS changes to support time-limited promotional offers.

It enables operators to apply rating information for each data plan and to meter usage based on monetary balance and volume, time and application usage. Metering is performed over the Gy interface to the policy and charging enforcement functions using standards based interfaces.

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.

FIGURE 1: THE AMDOCS DATA EXPERIENCE SOLUTION



Configuration options

Using the Amdocs Upsell market offer, operators can customize different parameters when creating the service offer definition using the product catalog. Configuration options for this market offer include:

- Temporal definition, including duration of promotional offers
- Differentiated charging rules based on subscription and application type
- Notifications at specific usage threshold
- Action to be taken when promotional offers expire

How it works

1. Subscriber packages/service tiers defined in Data Experience Solution
2. Data Experience Solution performs session control using Gx interface and real-time volume-based quota management through the Gy interface to the network.
3. Integrated policy and charging engine applies QoS rules based on corresponding service package and applies the appropriate rate plan, for example:

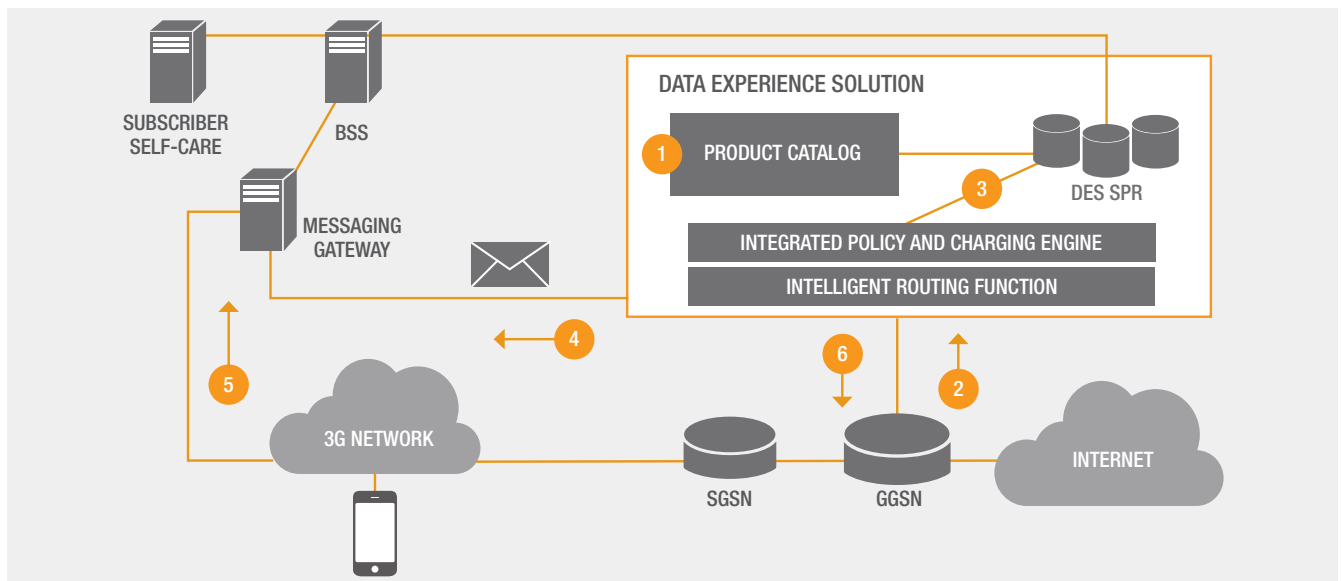
Gold Service:

- Unlimited Internet/Service
- Maximum 1 Mbps DL
- 3 GB monthly quota; overage charge \$1/MB

Bronze Service:

- Peer to peer traffic blocked
- Maximum 512 Kbps DL
- 2 GB monthly quota; overage charge \$2/MB

4. Subscriber in Bronze tier accesses video service often; Data Experience Solution sends notification to the BI/Promotions Engine, via a messaging gateway.
5. Promotions Engine offers a better experience on their video for 2-hrs, through upgrade to a Gold-level service. Subscriber accepts offer. Response is sent to Data Experience Solution either directly or via BSS
6. Data Experience Solution sends instruction to the network to initiate a temporary upgrade of QoS for the subscriber, which takes effect immediately and remains intact for duration of time period they have purchased (i.e. 2 hours).



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