

The multi facets of convergence

Realize the multiple facets of convergence and grasp the true value of implementing a single billing and charging solution as the key strategic step towards getting there.

Convergence can be defined in many ways

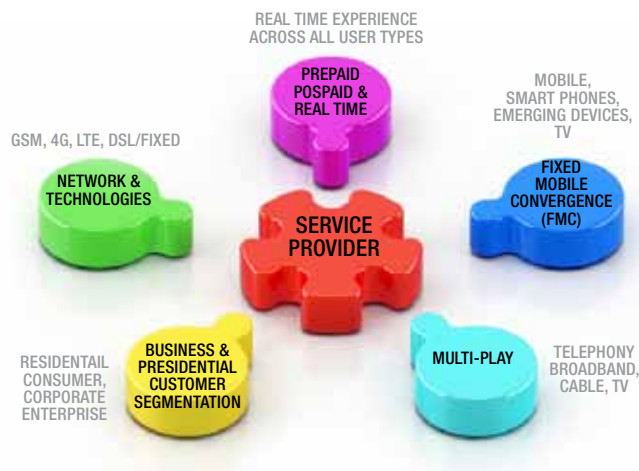
Service providers view convergence differently. This is best illustrated when you take a look at how some of the leading operators are implementing convergence into their operations. For example (sourced by Yankee Group):

- Telecom Italia (TI) is prioritizing broadband convergence targeting integrated **landline/mobile broadband**.
 - Deutsche Telekom (DT) is pursuing transformative convergence: integration of landline and mobile networks for deeper **integration into products, innovation and services**.
 - Orange is integrating content with a network **multi-screen** strategy encompassing TV, PC and mobile.
 - T-Mobile's Relax Family Hybrid Family Account implements a **prepaid/postpaid integration model**.
 - Telephonica acquired HanseNet in the belief that **multi-play services** lower churn rates through service **bundling**.
- **Prepaid, postpaid and real time** – A single charging engine for a real-time experience across all user types, giving customers more payment options through a single bill, cross-bundle promotions, hybrid accounts and shared balance.
 - **Fixed-mobile convergence** – Across mobile, wireline and WiFi access, providing a full set of capabilities through one product and one customer management interface.
 - **Customer segmentation** – differentiating between customer types (business/corporate vs. consumer/residential) –managed through a single sophisticated customer management system.

Any of the above can be interpreted as a move toward convergence. But only when you look at all of them together, are you genuinely on your way to the multi facets of convergence.

What are the various facets of convergence?

- **Multi-play** – Enables service providers to offer sophisticated and innovative bundles as a one-stop-shop across lines of business (telephony, broadband, cable, satellite and TV).
- **Network and technologies** – Single system, agnostic to multiple networks and technologies like GSM, 4G, LTE, DSL/fixed and more.



When service providers define their convergence strategy, they need to be sure that their charging and billing capabilities can support all these facets

Not only does convergence have many facets, but the journey towards convergence can be different for different service providers. Some will begin with network consolidation; others will start at the customer service center.

However, many service providers still use multiple charging and billing systems for different lines of business, services and customer segments with duplicated resources to manage them. So there is a lack of clear responsibility for billing and total cost of ownership (TCO).

There are many ways of implementing a convergent charging and billing system. There's a unified bill where the point of consolidation is at the end of the billing process when the bill is printed. Or a deeper integration where all the charging and billing systems are consolidated into a single BSS system to manage all services, all customers and all payment types in all processing modes.

A unified billing and charging solution is the answer for getting the most out of the multi facets of convergence

The Amdocs Converged Charging & Billing Solution fully supports the different facets of convergence via:

A single real-time rating and charging system for both prepaid and postpaid subscribers across any network or service

- Postpaid and hybrid customers are managed in the same processing environment – no migration between online and offline
- Single rater for all types of events
- Unified bill, single invoice for multiple services

Centralized customer management single repository (DB) for all customers – prepaid, postpaid, hybrid with advanced customer / account hierarchies

- Unified customer profile definition and view
- One product repository for all services and lines of business
- Cross-service pricing, rating and discounting
- Single offering definition and bundling support

The question is not whether to converge, but rather how to converge.

WHERE WILL YOUR CONVERGENCE JOURNEY TAKE YOU?

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