

Optimize monetization capabilities with partners



An always-connected digital lifestyle is coming into existence, and service providers need to transform themselves to meet its demands. Communications, digital devices, and the Internet are becoming the primary tools in our daily lives, delivering the applications, entertainment, and information we want to consume.

The communications industry is changing at a rapid rate. And the pressure is on for service providers to keep pace and meet the tough demands of an always-connected lifestyle where communications, entertainment and leisure converge and are accessible across any device.

Over-the-top (OTT) service and content providers such as Facebook and Google continue to successfully penetrate the market and are challenging the traditional consumer-service provider relationship. These players are expected to grow in number and diversify, as they combine strong positioning with high popularity and promotional power. This presents new challenges to the relationship between service providers and their customers, as well as the need to create new business models and partnerships with an increasing number of new players in the market.


This shift creates new challenges, as well as providing service providers with interesting opportunities. In order to successfully take advantage of these opportunities and compete in this fast evolving territory, service providers will need more than just new services and devices. They must introduce innovative business models and optimize monetization capabilities with partners and new market entrants.

The need for optimizing monetization capabilities is introduced in every line of business with partners: over-the-top players which are mainly content providers, application developers, application stores, mobile payment players and, of course, the world of machine to machine (M2M).

A new and constantly connected world is truly emerging. It requires brand new ways of thinking to enable operations and do business. There is a massive opportunity for service providers to transform themselves from purveyors of access and distributors of content to the enablers of our new everyday lifestyle. All the services that connect and enrich our lives rely on the service provider's network.

More than ever it will be essential to have the ability to deliver the best possible customer experience. The various business models that are emerging will enable service providers not only to deliver on customer expectations, but gain a competitive advantage: introducing new types of services, making them more attractive with special bundles and, in a world of data, providing the Quality of Service (QoS) expected for each service.

Not only are there high expectations from end users, the additional chain of partners also requires service providers to take special care of the partner experience, managing complex agreements, and sophisticated revenue models along with providing them selfservice capabilities to create business models flexibly.



In monetizing relationships with partners, service providers should have the capacity to enable a range of models and use cases that optimize monetization capabilities:

- Revenue sharing with OTT vendors by providing their services with premium quality; bundling OTT services with data usage (Kindle-like model)
- Defining partnership models around QoS and data charging schemes
- Allowing the OTT player to request premium QoS for a specific session to ensure high QoS for mission-critical services (e.g., machine to machine) Optimize Monetization Capabilities With Partners

Some examples:

- AT&T provides Amazon's Kindle customers with download services based on its own worldwide AT&T network as well as that of its roaming partners. This model enables service providers to maximize ROI and revenue from the network and system infrastructure. With this approach, the service provider moves away from managing the end customer relationship and focuses instead on building intelligence, flexibility and operational excellence into its networks that support their partners' businesses.
- 1- 800 - data for 'free' services which are provided to the end customer. As we are all familiar with the free '1-800' call offering, we are now seeing the introduction of '1-800'- data services. These no-charge services are offered mainly as promotional and public relationship campaigns to the end user by content players. Monetization settlements negotiated in advance between the service provider and the content provider

underwrite this 'free' service. In the 1-800 case above, the partner purchases a bulk of data packages from the service provider and introduces attractive services to the end user in order to promote his campaign/service/brand. At the same time, other types of services, even from the same content provider, can be offered to the end user with diverse pricing models. Those free services coexist with other revenue earning services.

Advanced monetization models can be flexible structures made by taking the following building blocks, making a connection between them, and building your own innovative business models. This is the time to ensure that you have the comprehensive partner relationship management solution to support the creation of those models.

Provider Types	
OTT players, content providers	Other service providers
application developers	3rd-party application store
More types: enterprise customers, government, sector organizations, merchants, resellers' advertising partners, publishers, device manufacturers, distributors, dealers, retailers, technology partners	

Relationship Types
<ul style="list-style-type: none"> • Online charging • Launching joint products • Sharing network resources • Offloading traffic through your fixed broadband network

Payment Types
<ul style="list-style-type: none"> • Fixed monthly fee for unlimited access to the library • Fixed monthly fee for pre-packaged offering of channels • Per item in the library • Per use (streaming) • Rental for a specified duration • Sponsored ads

Services
<ul style="list-style-type: none"> • Access • QoS • Information — location, customer profile • Direct bill • Mobile application store • Network API • Premium application placement • Mobile payment • Content

Content Types
<ul style="list-style-type: none"> • Digital video • Music • Games • Applications • Other value-added services

Service providers should look at obtaining flexible, integrated and converged platform capabilities to maintain their competitive edge. An optimal solution can be formed by a comprehensive partner management solution that will provide advanced sophisticated partner monetization capabilities.

One system supports all these lines of business in one operation and provides a 360° view of partners from on-boarding to financial settlements. It handles these new challenges efficiently and truly provides innovative monetization capabilities.

The Amdocs Partner Management Solution supports new monetization models for partners. It is the optimized BSS solution for partners, supporting all aspects of the entire partner relationship.



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