

A tier-1 operator implemented **Alepo's all-in-one data monetization** platform for its 2G, 3G, and LTE networks

A large multinational operator increased data revenue with Alepo's data monetization solution.

Operator Requirements

With fast-evolving market trends and subscriber demands, the client wanted to stay ahead of the competition and deliver a differentiated customer experience. To achieve their goal and drive up data revenue and data consumption, the operator's requirements included:

- Rapid creation and launch of application-based and speed-based data passes and customercentric promotions
- Fraud management through detection of suspicious subscriber patterns
- Real-time deactivation of user service to improve bandwidth utilization, prevent revenue leakage, and achieve operational efficiency

To achieve these goals, the operator needed to work with the mobile data experts that pioneered and steered key industry trends. They also wanted a strong professional services track record, with a high project success ratio, making Alepo the ideal partner.

About the Client

The client is a tier-1 telecommunication company operating across Africa. It is the fastest growing telecommunications operator on the continent. The company launched its West Africa operations in 2001, with a mission of providing affordable telecommunications access to every citizen.

The operator is a trendsetter, having been recognized with numerous prestigious awards for their innovations.

Project Background

The operator became a market leader in the African continent by delivering innovation and service excellence but wanted to cement their leadership by delivering a remarkable mobile data experience to its customers. Having a market with high smartphone penetration and high-speed mobile internet services, the client decided to aggressively capitalize on the up-sell opportunities that differentiated data plans could offer. The client wanted to offer real-time subscriber engagement, personalized customer experience, and granular pricing, while gaining quicker time-to-market (TTM).

With an increasing demand for mobile data offers in the region, the operator recognized the need for an ambitious data monetization strategy to improve data revenue, ARPU, brand experience, and brand loyalty. Lacking a PCRF, the legacy system was unable to deliver compelling data offers like application data passes, speed-based data passes, personalized promotions using behavior-driven content and more.

The operator needed a technology partner that could deliver an advanced data monetization solution. To accelerate data innovation in its 2G, 3G, and planned LTE networks and to gain a maximum return on investment, they turned to Alepo – an established company with over 130 installations around the globe.

The client's key expectations from Alepo were better network resource utilization and higher data revenues. Alepo was asked to deliver an effective revenue assurance system to eliminate revenue leakage and excess bandwidth utilization.

Alepo Solution

Alepo successfully deployed a next-gen solution with five-nines availability that enabled the operator to quickly monetize its data network and achieve its strategic aims. Alepo's solution served the existing network (2G, 3G) requirements and ensured a smooth migration to LTE.

Alepo's solution consisted of the following components:

- Alepo Policy and Charging Control (PCC = PCRF + EMS Portals)
- Alepo Recharge Promotion Manager (RPM)
- Alepo Product Catalog
- Alepo Reporting module
- Alepo API GW modules
- Integration with DPI server over Gy and Gx Diameter interface
- Integration of Alepo PCRF server with GGSN over Gx Diameter interface
- Integration with Convergys IN over the DCCA interface
- Integration with external CRM and USSD platform
- Integration with email relay (SMTP) to send email notifications
- Integration with SMSC (SMPP) for sending SMS notifications
- Integration with NMS (SNMP) to monitor Alepo systems requiring administrative actions
- Professional services

Business Use Cases

The following advanced data monetization policies were used by the operator:

- Data passes: fixed volume and validity
- Application-based charging
- Data passes: 1 hr, weekly, monthly, quarterly, unlimited
- Location-based and application-based discounts
- Alerts and notifications
- Pay as you go roaming

- Pay as you go
- Social media bundles
- Application data pass
- Happy hour discounts
- Happy hour applications
- Special days discounts
- Roaming data pass
- Content-based charging

Solution Highlights

The Alepo system enabled the client to deliver an innovative and sophisticated data experience to customers. The client is now well-positioned to support current and future subscriber needs.

The solution highlights include:

Zero Revenue Leakage

Real-time service deactivation and PDP context removal reduced bandwidth utilization and helped in preventing revenue losses.

Advanced Data Offers

With Alepo's powerful policy and charging, the client could offer advanced data passes, customer-centric promotions, and unique roaming offers.

Rapid Time-to-Market

Alepo's PCRF empowered the operator to rapidly create and launch data offers, enabling them to stay ahead of their competition.

Increased Operation Efficiency

By automating the process of service deactivation, Alepo's PCRF delivered greater operational efficiency and eliminated the need of manual interventions.

Project Outcomes

By partnering with Alepo, the client has exceeded their business objectives. Alepo's solution has unlocked new revenue streams, while achieving a quick turnaround for provisioning and customer inventory management.

The key business outcomes include: .

Increased Revenue

Alepo's solution has enabled rapid service creation and short TTM, ensured zero revenue leakage, and improved fraud management. The solution has also increased data revenue and ARPU.

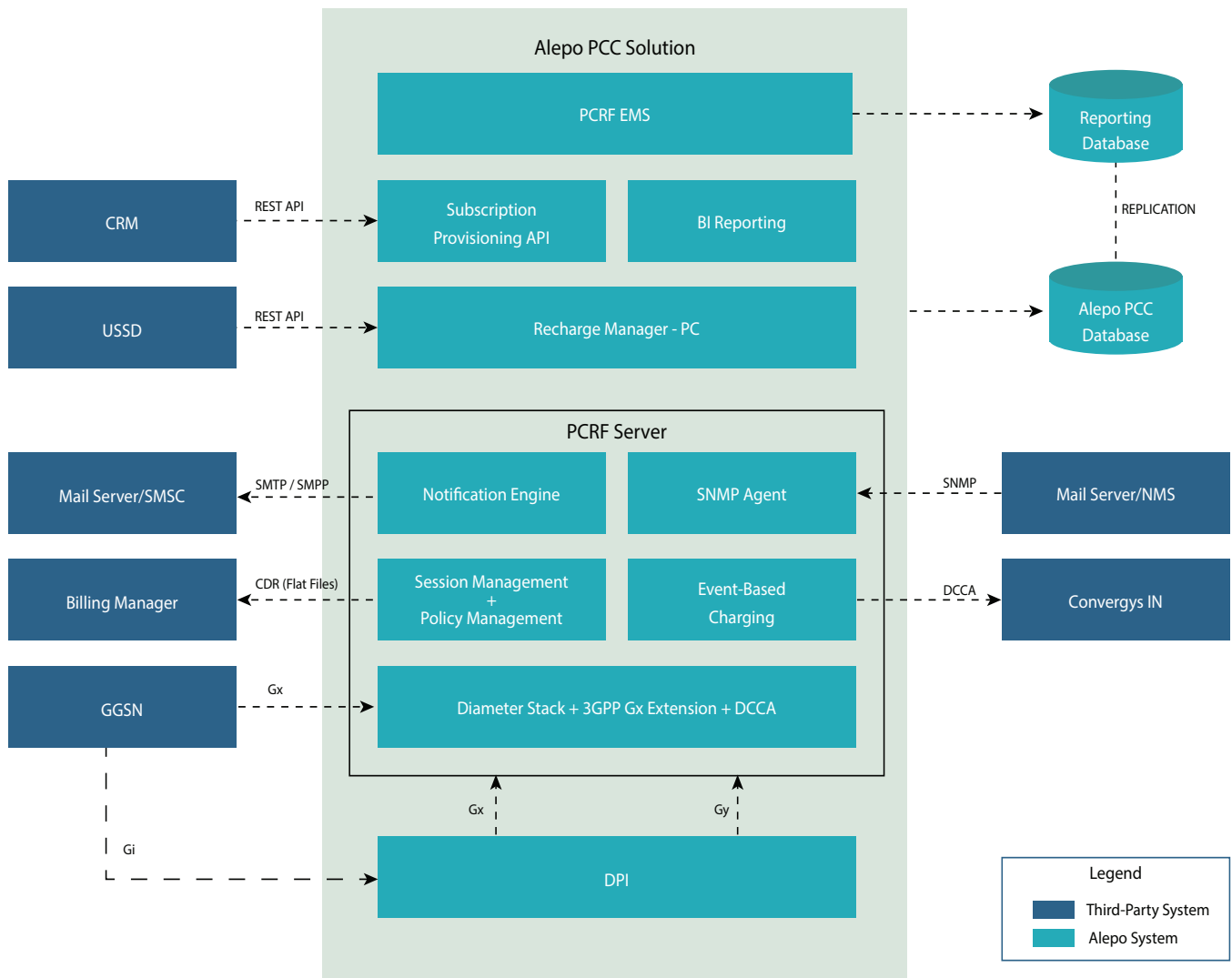
Powerful Data Monetization Platform

Innovative data monetization policies deployed in the client's network; these have helped the client

launch speed and application-based data passes and personalized promotions, significantly increasing data consumption.

Enhanced Customer Experience

Alepo's solution addressed the challenges faced by the client's network. The sophisticated data experience it provided helped enhance the overall customer experience and reduced churn within a few months of solution deployment.



Network Architecture