

Data Charging

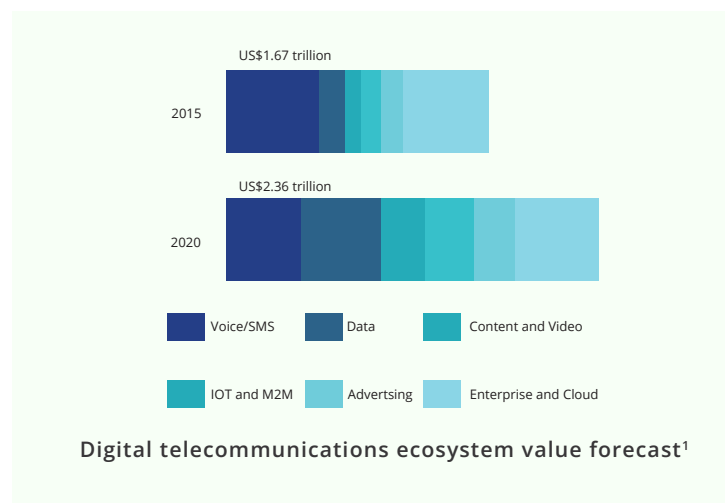
Introduction

It is no secret that voice and SMS revenue will continue to fall. And it is equally clear that data volumes will surge, along with data revenue.

Whether or not that revenue will predominantly go to telecommunications operators or to third-party content providers is a defining question. The commoditization of telecommunications services threatens margins. Subscribers are turning to over-the-top (OTT) players to address their increasingly sophisticated communication needs. Those subscribers see little differentiation among operators, except in price.

How are telecommunications operators to capitalize on data growth while defending against commoditization? It is becoming increasingly important for them to identify and implement differentiators, such as:

- Contextual data offers
- Bill payment innovations, including incremental billing
- Personalized bundles and flat-rate packages
- Next-generation mobile app focused on building a complete digital relationship with subscribers



Core to implementing such differentiators is the charging solution that operators employ. Specifically, the data charging solution. Data charging can be implemented as an adjunct to existing core billing and charging capabilities and covers the use cases that allows operators to compete with the best possible customer experience and not just price.

Alepo Data Charging Solution (DCS) is a complete carrier-grade solution that enables mobile network operators (MNOs) to implement qualitative differentiators that define the customer experience. The solution is adjunct to a third-party billing system and PCRF or pre-integrated with Alepo PCRF and Digital BSS platform. With a pre-built library of constantly updated use cases, drag-and-drop service designer, and an award-winning mobile app experience, the solution is among the most advanced in the market.

Benefits

Backed by a strong track record of successful deployments, Alepo DCS gives MNOs an advantage over its competitors, enabling:

Growth

Business
success

Rapid time
to market

Seamless
integration

Growth

Market-ready use cases such as content-specific offers, pay as you go, recharge rewards, data rollover, location-based services, shared family data packs, and much more.

Business success

The solution combines Alepo's advanced data charging eco-system, rapid service creation environment, and sophisticated subscriber tools to deliver end-to-end functionality and a rich customer experience.

Rapid time to market

The highly responsive solution streamlines the entire offer life cycle

Seamless integration

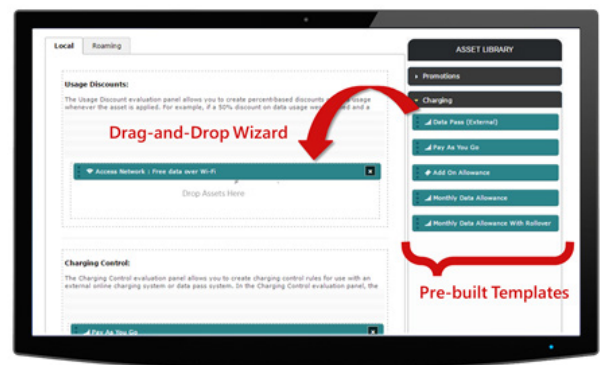
A modular design approach with modern, RESTful APIs towards existing network elements, mobile charging systems (IN) and CRMs.

Key Features and Highlights

Rapid Service Creation

Alepo DCS has a simple, quick, yet powerful service creation environment. Features include:

- Policies that represent popular and innovative business use cases
- Drag-and-drop offer creation
- Built-in testing environment
- Usage alerts
- Real-time analytics
- Advanced customization with Lua



Alepo's simple offer creation interface

Automated Usage Alerts and Promotional Messages

Built-in intelligence enables sending automated text and email notifications to subscribers based on:

- Percentage of data used: "You have used 90% of your data this month."
- Data remaining: "You have 100 MB left in your data allowance."
- Matched event: "It's 2 pm. Enjoy Happy Hour with a 50% data discount!"
- Per session usage: "Hey traveler, you just used 125 MB of your data roaming pass."

- Authorize overage request: "You have 0 MB of data available. Reply 'Yes' to purchase an additional 1 GB of data for \$15."

Alerting subscribers of their real-time data usage promotes transparency while allowing operators to deliver contextual, in-the-moment promotional offers and discounts. For example, using the 'matched event' notification asset, an operator can send this location-based offer:

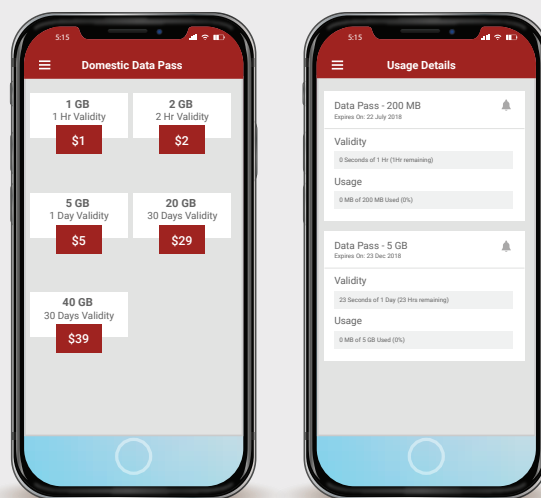
"Welcome to Logan International Airport. If you're traveling out of the country today, buy a data roaming pass before you leave. Get 20% off using the special discount code "LOGAN20" available via the My Mobile Buddy app."

Support for Digitization Use Cases

Alepo's award-winning My Mobile Buddy app lets subscribers control and customize their data plans. It facilitates:

- Purchase of local and roaming data passes
- Allocation of data to family members
- Setting parental controls
- Monitoring data usage in real-time
- Gifting data to other subscribers

The app comes pre-integrated and can be custom-branded and hosted by Alepo.



Promotional Offers on Recharges

To increase customer engagement and prevent churn, Alepo DCS supports the creation of promotional offers triggered by a recharge or top-up on an account. For example, by allowing subscribers to roll over any unused data from a soon-to-expire data pass to the next, subscribers are incentivized to continue purchasing services. Additional promotion rules can extend the validity of a data pass, increased data allowance, usage discount, and more.

Contextual Offers

Contextual data offers can be created based on multiple parameters, including:



Apps



Content Provider



Time



Data Usage



Subscriber Profile



Access Network



Location

Power + Simplicity = Revenue

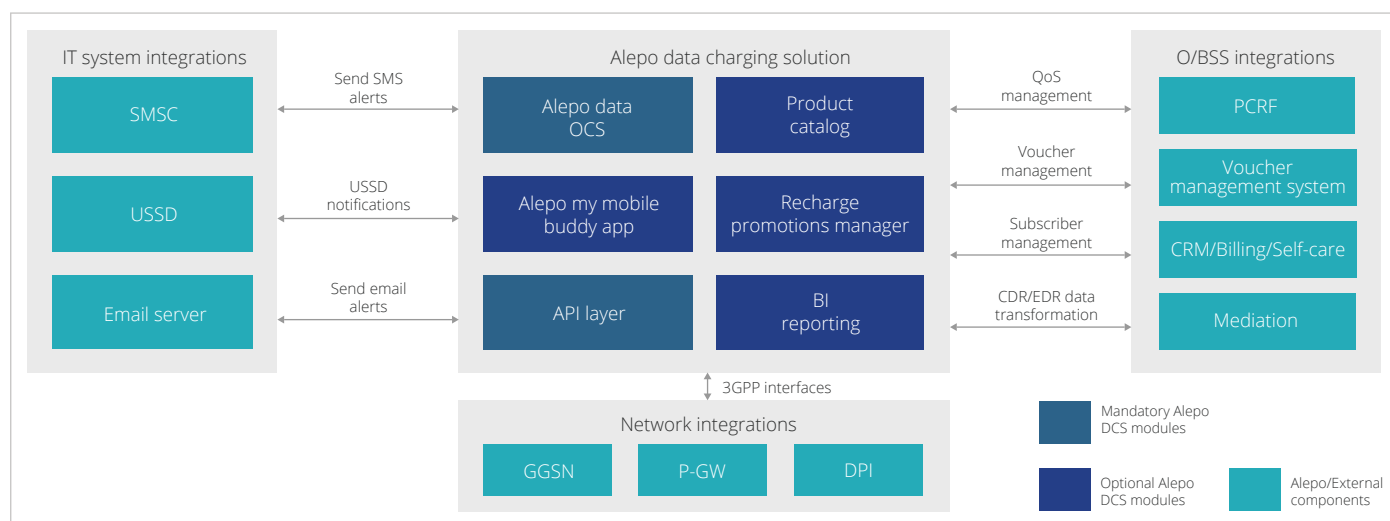
Alepo DCS makes it simple to stack multiple charging rules within a package to build powerful offers that drive up revenue, the easy way. Operators gain full control over plans and promotions that encourage subscribers to spend.



An example of stackable charging rules

Unified Solution

A market-ready and network-agnostic solution, including cloud-based, virtualized environments, Alepo DCS can be deployed alongside an operator's legacy mobile infrastructure without any changes to the existing network. This enables operators to launch or expand their next-generation data services offerings without disrupting mobile voice services.



Reference:

1. [https://www.ey.com/Publication/vwLUAssets/ey-digital-transformation-for-2020-and-beyond/\\$FILE/ey-digital-transformation-for-2020-and-beyond.pdf](https://www.ey.com/Publication/vwLUAssets/ey-digital-transformation-for-2020-and-beyond/$FILE/ey-digital-transformation-for-2020-and-beyond.pdf)