

COMMUNICATIONS

ORACLE COMMUNICATIONS PREPAID CHARGING

"We chose Oracle Communications Network Charging and Control due to its proven voice, messaging and data charging capabilities, service innovation and open platform. It also provides total control over the configuration of service logic and promotions. Oracle Communications Network Charging and Control enables us to rapidly launch brands for mobile virtual network operators, machine-to-machine providers and captive mobile network operator brands,"- said Patrick Meyer, vice president, corporate development, ASPIDER Solutions.

KEY FEATURES

- SS7 & NGN agnostic platform
- Drag & drop service configuration
- Extensible subscriber data model
- Session, event & data online charging for prepaid, postpaid & M2M
- Off-the-shelf service templates
- Social-network aware charging
- Recharge & promotion management
- Open Web 2.0 framework
- Software Development Kit
- MVNE and MVNO support

KEY BENEFITS

- Fast time to market
- Intelligent campaign management and Quality of Experience
- Efficient delivery
- Low Total Cost of Ownership

RELATED PRODUCTS

- Oracle Communications Number Services Manager
- Oracle Communications Messaging Manager
- Oracle Communications Billing and Revenue Management
- Oracle Communications Policy Controller
- Oracle Communications Data Model

As the migration from a voice-centric to a data-centric, multimedia business environment rapidly takes place, Communication Service Providers (CSP) need reliable online charging capabilities for an increasingly diverse set of charging and policy offerings. Oracle Communications Prepaid Charging is an evolutionary product designed to support Mobile Network Operators, 2nd brands and wholesale businesses by providing an agile platform to launch and charge for a full range of innovative services that enhance the user experience, provide revenue growth opportunities and maximize brand value.

Network Expertise and Charging Excellence

Oracle Communications Prepaid Charging is part of the Oracle Communications Network Charging and Control core platform and architecture. Oracle Communications Prepaid Charging provides cutting edge SS7, IP network control & online charging for quad and multi- play network services. Sophisticated data charging capabilities allow bill shock prevention, fair usage & complete subscriber control of their experience. A single online charging engine with intuitive graphical user interfaces providing ease of pricing management and complete support for next-generation business models such as rechargeable postpaid, subscription-based prepaid accounts or even M2M transactions.

The Oracle Communication Network Charging and Control platform provides industry-leading online charging and control across all types of access technologies and network types such as Global System for Mobile Communications (GSM), Code Division Multiple Access (CDMA) and Long Term Evolution (LTE), capable of supporting the next evolution of wireless and wire line core networks, supporting voice, video, messaging, and data content services. Spanning two decades of network experience, Oracle Communications Network Charging and Control is being used by multiple CSPs from a variety of markets and geographies with proven scalability ranging from 100,000 to more than 45 million subscribers with seamless invest as you grow capacity planning models. Oracle is the only company that provide every aspect of the service and technology stack to drastically reduce Total Cost of Ownership including software, hardware, storage, database, solution delivery and network grade support.

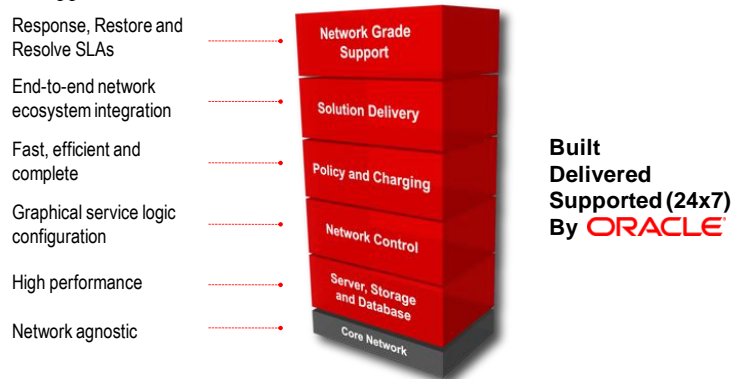


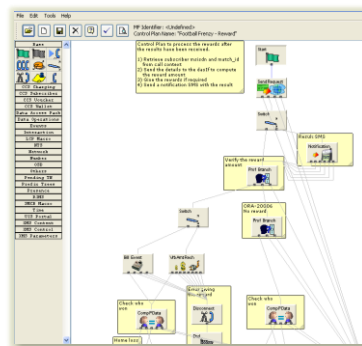
Figure 1. The complete service and technology stack from Oracle Communications

The two optional products within the platform family are Oracle Communications Number Services Manager and Oracle Communications Messaging Manager;

- Oracle Communications Number Services Manager provides originating and terminating number routing services such as number portability, electronic number mapping, virtual private networking, least cost routing, service numbers and carrier preselect.
- Oracle Communications Messaging Manager is a centralized, next-generation messaging platform that provides message processing and routing capabilities at both the network and service layers such as SMS Anti-Fraud and interoperability between SMS, IM and e-mail.

Fast Time to Market for Innovative Services

The importance of time to market is driven by customer demand for new services and the need for CSPs to remain competitive, increase brand strength and to continually deliver innovative services. Oracle Communications Network Charging and Control allows unrivalled flexibility to independently create powerful and customer focused services without vendor support or bespoke coding. The Control Plan Editor provides a graphical view of the Service Creation Environment using drag-and-drop configuration and the Subscriber Profile Manager allows the creation of new data schema and screens. The ease of use provided by these tools fosters competitive advantage by drastically reducing service time to market. Using these tools, a library of off-the-shelf & auto-installable service templates has been created greatly reducing time to market; these include Community Manager, Calling Card, Home Zone, Service Bundles, & Peer2Peer Credit Transfer. The Social Relationship Manager is the latest service template to be added to the library allowing CSPs to rapidly attract, acquire and retain customers by exploiting the viral marketing effect of social media through an innovative social network-aware charging and promotions framework.



Control Plan Editor



Subscriber Profile Manager

Figure 2. Advanced tools that allow for rapid creation & modification of innovative service logic

The open & extendable platform provides a Web 2.0 framework to rapidly leverage an external ecosystem enabling new and exciting services to be delivered. Using the Software Development Kit, the productized platform can rapidly be enhanced and extended allowing operator control of their unique business evolution while ensuring performance, scalability, product upgrades and network grade support are not compromised.

Intelligent Campaign Delivery and Quality of Experience

Oracle Communications Network Charging and Control recharge and voucher management capabilities allow CSPs to create personalized prepaid programs that shape subscriber behavior and stimulate usage. The Promotion Manager tool enables CSPs to react to competitor offers or other market factors by deploying new targeted and relevant promotions in under a day to combat churn, build loyalty, or up sell new services. The solution counteracts bill shock by delivering real-time usage notifications and even allows subscribers to define personal budgetary quotas on any type of service. When the Oracle Communications

Policy Controller is additionally deployed, the solution provides integrated policy and charging so that CSPs can enhance network control and efficiency but also provide customer control of their user experience, increase revenues and maximize return on investment. By analyzing customer usage data through business analytics and predictive algorithms, true targeted service delivery and intelligent campaigns allows CSPs to create a personalized and differentiated brand role. Using the pre-built Oracle Communications Network Charging and Control adapter for Oracle Communications Data Model, CSPs can process near real-time data and perform predictive analysis needed to understand customer churn characteristics and to determine which offers to target towards automatically identified customer segments.

Efficient Delivery and Evolution

With a single platform approach for network control, number routing, message processing and online charging across all services, networks and payment types, Oracle Communications Network Charging and Control is designed to lower the cost of service delivery while maximizing revenue through the elimination of high cost siloed operations. The platform provides complete business continuity and is built on industry-leading SUN hardware, supporting horizontal and vertical scalability, geographical redundancy, high availability and fast access to new features using productized upgrades. The solution is widely adopted by various Mobile Virtual Network Enablers delivering segmented services & second brands from a single glass wall infrastructure and architecture. Oracle Communications Network Charging and Control can be deployed as a standalone application or provide a foundation and evolution path for any type of convergent charging by fully adapting to changing business requirements – using a productized integration with Oracle Communications Billing and Revenue Management corporate business models including complex hierarchies, complex billing time discounts, re-rating, or simply billing and invoicing can be fully supported.

Low Total Cost of Ownership

With a long standing heritage of delivering network implementations, Oracle Communications Consulting is a team of highly skilled domain and product experts, who implement, integrate and optimize Oracle solutions. Oracle Network Grade Support provide tailored mission critical support & work to industry response, restore and resolve Service Level Agreements to achieve network grade availability and maximum performance whilst delivering a personalized “high touch” and complete lifecycle of services across the entire Oracle Software & Hardware stack. Oracle is the only company that provide every aspect of the service and technology stack to drastically reduce Total Cost of Ownership including software, hardware, storage, database, solution delivery and network grade support.

Contact Us

For more information about Oracle Communications Network Charging and Control, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together