ORACLE COMMUNICATIONS PREPAID CHARGING

Communications service providers spend as much as two-thirds of their budgets just maintaining existing charging infrastructures, rather than investing in innovation. Operational expenditure is escalating as multiple silos are fast approaching system capacity breaking point supporting the continued growth in mobile broadband. This silo complexity results in missed revenue opportunities and slow delivery of even basic offerings with undesirable customer experiences leading to poor loyalty and reduced brand affinity.

Efficiently Driven Innovation and Revenue Growth

Oracle Communications Network Charging and Control provides next generation session control and online charging enabling communications service providers (CSPs) to efficiently drive innovation and revenue growth within consumer focused retail and wholesale business models. Reflecting two decades of online charging experience, Oracle Communications Network Charging and Control is being used by multiple CSPs in a variety of markets and geographies with proven scalability ranging from 100,000 to more than 50 million subscribers with seamless invest as you grow capacity planning models.

Figure 1. Oracle Communications Network Charging and Control provides next generation session control and online charging so that CSPs can efficiently drive revenue growth

The Oracle Communications Network Charging and Control core platform and architecture is built from commercial-off-the-shelf (COTS) products that are flexible, configurable and open:

- Oracle Communications Prepaid Charging provides cutting edge SS7 and IP network control and online charging for multi-play services with complete support for prepaid, online postpaid, next-generation hybrid and machine to machine business models.

- 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.
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. — Patrick Meyer, vice president, corporate development, ASPIDER Solutions.

Efficient Solution Designed for Mobile Broadband Growth

With a single platform approach for network control, number routing, message processing and online charging across all services, networks and payment types, Oracle Communications Prepaid Charging is designed to lower the cost of delivering innovative services while maximizing revenue through the elimination of high cost siloed operations. The solution is inherently multi-tenant and also widely adopted by various Mobile Virtual Network Enablers delivering segmented services and second brands from a single architecture. The highly efficient and carrier grade platform is engineered to optimally work on Oracle SUN hardware, such as the SPARC T-Series servers, providing extreme performance with minimal hardware footprint to deliver exceptionally low total cost of ownership. The productized platform also provides horizontal and vertical scalability, full geographical redundancy, disaster recovery and provides fast access to new features using business aware upgrades.

Oracle Communications Prepaid Charging can be deployed as a standalone application or provide a foundation and evolution path for additional business requirements such as billing, invoicing, billing time discounts or re-rating, using the productized integration with Oracle Communications Billing and Revenue Management. When the second generation Oracle Communications Policy Controller is additionally deployed, the combined solution provides efficient data traffic management and revenue-generating opportunities to differentiate on personalized quality of service. The integrated policy and charging solution is intelligently driven by customer knowledge and value enabled by the shared subscriber profile repository (SPR) residing on the online charging system.

Fast Delivery of Revenue Generating Campaigns

The importance of time to market is driven by customer demand for innovative services in order to remain competitive. Oracle Communications Prepaid Charging allows unrivaled flexibility to independently create powerful and consumer focused services without vendor intervention or bespoke coding. Easy to use tools foster competitive advantage by dramatically reducing service time to market, such as the ability to rapidly extend the subscriber data model and to create new services. The control plan editor, as shown in Figure 1, provides a service configuration environment with a graphical and workflow-based representation of all service and charging control logic. Using “drag and drop” configuration of production ready building blocks, the underlying complexities of the logic being executed disappear, allowing internal personnel to create, validate, modify and maintain innovative services with streamlined and intuitive service creation attributes.

Figure 2. The control plan editor provides a service configuration environment

The open and 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 CSPs control of their unique business evolution while ensuring performance, scalability, productized upgrades and network grade support are not compromised.
Oracle Communications Prepaid Charging also provides a promotion campaign tool which allows CSPs to quickly respond and lead the market with promotions that attract targeted customer segments without financial exposure. It provides a rich set of features to build and deploy new campaigns in under a day using six simple steps, enabling targeted and relevant promotions to be deployed to combat churn, build loyalty, or up sell new services.

**Intelligent Campaigns That Strengthen Customer Loyalty**

By successfully capturing two decades of worldwide real-time network experience, a library of production ready service templates have been created that can be deployed with greatly reduced time to market. Service template include community manager, calling card, home zone, service bundles, credit transfer and the social relationship manager which allows CSPs to attract, acquire and retain customers by exploiting the viral marketing effect of social media through an innovative social network-aware charging and promotions framework.

Sophisticated voucher management capabilities allows the creation of personalized recharge programs that shape subscriber behavior and stimulate usage with any combination of personalized features such as product type swap rules, redemption of multiple balances and user selected scenarios. Advanced self-care options, personalized subscriber spend control, and real-time delivery of usage notifications that are relevant and timely further enhance customer satisfaction, counteract bill shock and minimize customer service calls.

Through the interworking of Oracle Communications Network Charging and Control and Oracle Communications Data Model, advanced analysis of the rich data from the online charging system takes place, including financial forecasting at subscriber and product level, continuous profiling and prediction analysis such as lifetime value or churn probability. This enables the key opportunity to rapidly trigger back to Oracle Communications Prepaid Charging segmented subscriber lists for smart and predictive campaign delivery.

**Low Total Cost of Ownership**

Communications Consulting is a team of highly skilled domain and product experts, who have a long heritage of implementing, integrating and optimizing Oracle solutions. Oracle’s Advanced Customer Support Service provide tailored mission critical support and work to industry response, restore and resolve Service Level Agreements to achieve network grade availability, maximum performance and complete lifecycle of personalized services across the entire Oracle software and 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 Prepaid Charging, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Oracle is committed to developing practices and products that help protect the environment

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**Hardware and Software, Engineered to Work Together**