

ORACLE COMMUNICATIONS POLICY CONTROLLER

KEY FEATURES

- Unified network policy control with advanced graphical user Interface
- The ability to dynamically alter pricing based on network usage
- Throttles data heavy services during network congestion
- Apply policy based on device, service, or subscription
- Layering and interaction of multiple inter-related policies
- Unified view of both local and remote subscriber data
- Dynamic and responsive to changes in customer behavior and network events

KEY BENEFITS

- Guaranteed levels of QoS
- Network CAPEX closely aligns to revenue
- Improved customer care for both consumers and enterprises
- Precise control over the customer experience
- Targeted personalized services based on customer attributes
- Enforces regulatory requirements such as bill shock, AOC, and net neutrality

RELATED PRODUCTS

- Oracle Communications Service Controller
- Oracle Communications Billing and Revenue Management
- Oracle Communications Services Gatekeeper
- Oracle Communications Converged Application Server

Communications Service Providers (CSPs) worldwide are experiencing an out of control explosion of network data usage that is degrading the customer experience and undermining traditional telecommunications business models. Communications Service Providers lack control over how their customers, services, and networks interact. Because they are unable to control and efficiently utilize network resources, CSPs cannot achieve their business objectives. Nor can they deliver the quality customer experience that the market demands. With the introduction of the Oracle Communications Policy Controller, CSPs can resolve these issues and gain much-needed control over their networks.

CSPs have already deployed first generation policy solutions. Unfortunately, these first generation policy solutions were punitive in nature, offering the CSP a “stick” to control usage as opposed to incenting subscriber behavior by using a “carrot.” These disjointed policy management products are expensive, require long development times, and cannot easily scale. Consequently, communications service providers lack the business agility to stay relevant by delivering innovative service offerings. To make matters worse, existing policy infrastructures do not promote collaboration between service providers.

The Oracle Communications Policy Controller is a second generation product, compliant with the PCRF 3GPP standard, which provides CSPs the opportunity to enhance network control and efficiency, improve the quality of the customer experience, and maximize return on investment.

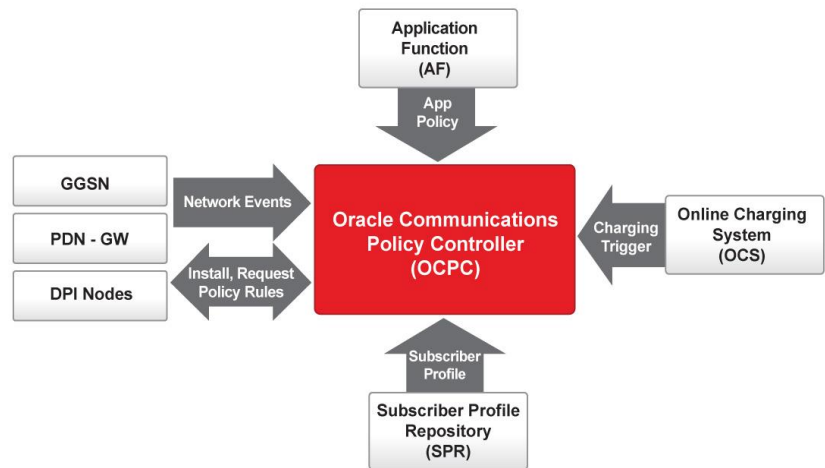


Figure 1. Oracle Communications Policy Controller (OCPC)

Enhanced network control and efficiency

Designed to improve customer experience for both consumers and enterprise customers, the Oracle Communications Policy Controller enables network CAPEX to be more closely aligned with revenue. Policies are created to be service aware or network aware.

Network aware policies can be created for specific access technologies, such as 3G or LTE. With Oracle Communications Policy Controller, CSPs can create pricing windows where the network condition dynamically alters prices. For example, CSPs can have policies automatically lower prices during low network utilization or raise them during peak usage. In times of network congestion, the product may throttle data-heavy over-the-top services, such as BitTorrent.

Service aware policies provide control over how individual services consume network resources. Consumers can subscribe to individual services, paying for the services themselves rather than the bandwidth consumed. For example, CSPs could offer special deals where consumers have unlimited Facebook usage without being charged under their data plans. Similar offers (free or low-cost) could be made for access to streaming movies from Netflix or Hulu.

Quality of customer experience

The rise of broadband, smart phones, and the app store model provides CSPs with a wealth of revenue-generating opportunities. The Oracle Communications Policy Controller enables CSPs to offer charging models that go beyond simple flat rate or usage based pricing towards service, application and device aware charging.

Since CSPs know what consumers are doing, they can create personalized policy products for customers no matter where they are located or what they might need. For example, consumers can be offered access via their iPhones to sports events that they may be missing because their train is late.

Because the Oracle Communications Policy Controller is device and service aware, carriers can deliver highly personalised and customer-specific services to incent subscriber behaviors and create new revenue opportunities. With the Oracle Communications Policy Controller, CSPs can create special offers for specific customer segments or bundled services based on any criteria, such as customer location, time of day, family plan, etc. Other functions include the ability to:

- Enable fair allocation of network resources to the subscriber base in proportion to business opportunity
- Create policies based on customer data and charging profiles
- Target personalized services using customer or device attributes

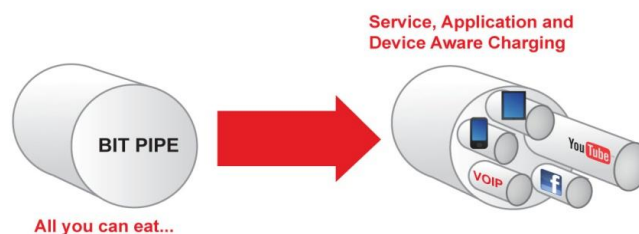


Figure 2. Policy Engine – Quality Customer Experience

Maximize return on investment

The Oracle Communications Policy Controller is a comprehensive policy product with tested interfaces to the network layer and charging systems. The product creates a unified view of both local and remote subscriber data. It is dynamic and responsive to real time changes in customer behavior, characteristics, and usage, as well as network events.

CSPs can implement policies that represent business relationships with other service providers that can either block usage or enhance service based on the terms of that relationship. The Oracle Communications Policy Controller also provides:

- Enforcement of regulatory requirements such as bill shock, advice of charge, and net neutrality
- Rich policy tools that allow CSPs to offer differentiated and competitive services, such as VOIP vs. Skype
- Integration between Charging, Policy and Mediation systems, including centralized SPR allowing charging parameters to be used to influence policy rules
- Policy to partners and over-the-top players through integration with the Oracle Communications Services Gatekeeper

Contact Us

For more information about Oracle Communications Policy Controller, please visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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