



COMVERSE  
UNIVERSITY

Comverse ONE Product Catalog

# Lesson Objectives

By the end of this lesson you will be able to:

- Explain the functionality of the Product Catalog
- List types of offers and bundles
- Describe the Product Catalog layered model
- Explain propagation and versioning

# Agenda

## **Introduction to Comverse ONE Product Catalog**

**Offers and Bundles**

**Product Catalog Layered Model**

**Versioning and Propagation**

# Where We Are

Active Customer Management

Rating, Charging  
and Promotions

A diagram showing a central 'Single Data Model' represented by a cylinder icon, which is connected to five surrounding functional blocks: 'Active Customer Management' (top), 'Rating, Charging and Promotions' (left), 'Billing and Financials' (right), 'Product Catalog' (bottom-left), and 'Mediation and Settlements' (bottom-right).

Single  
Data  
Model

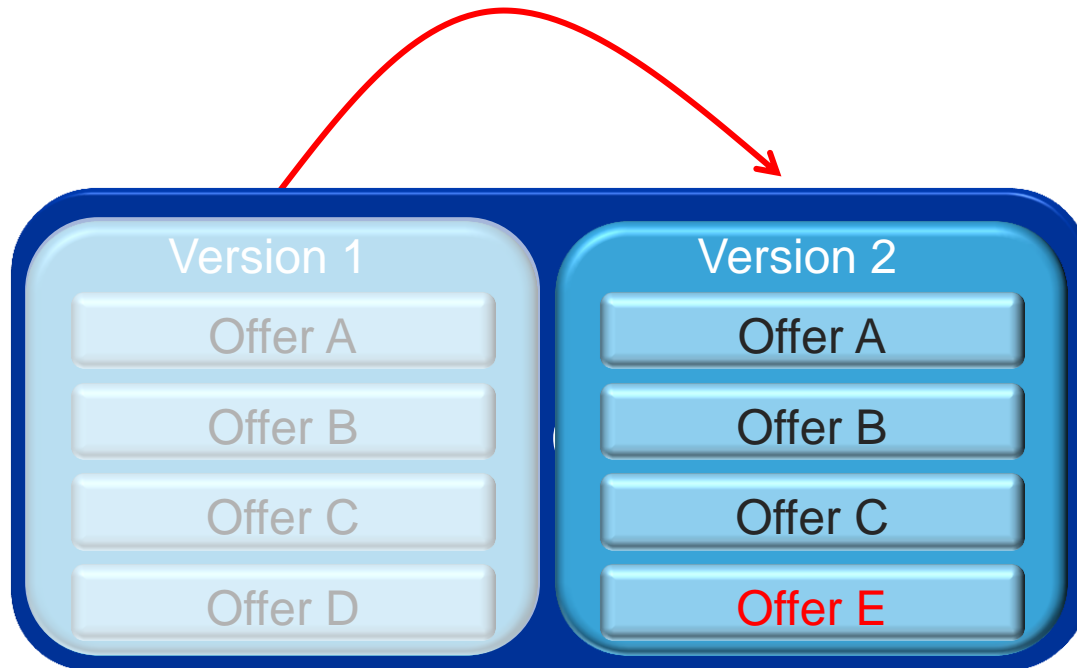
Billing and  
Financials

Product Catalog

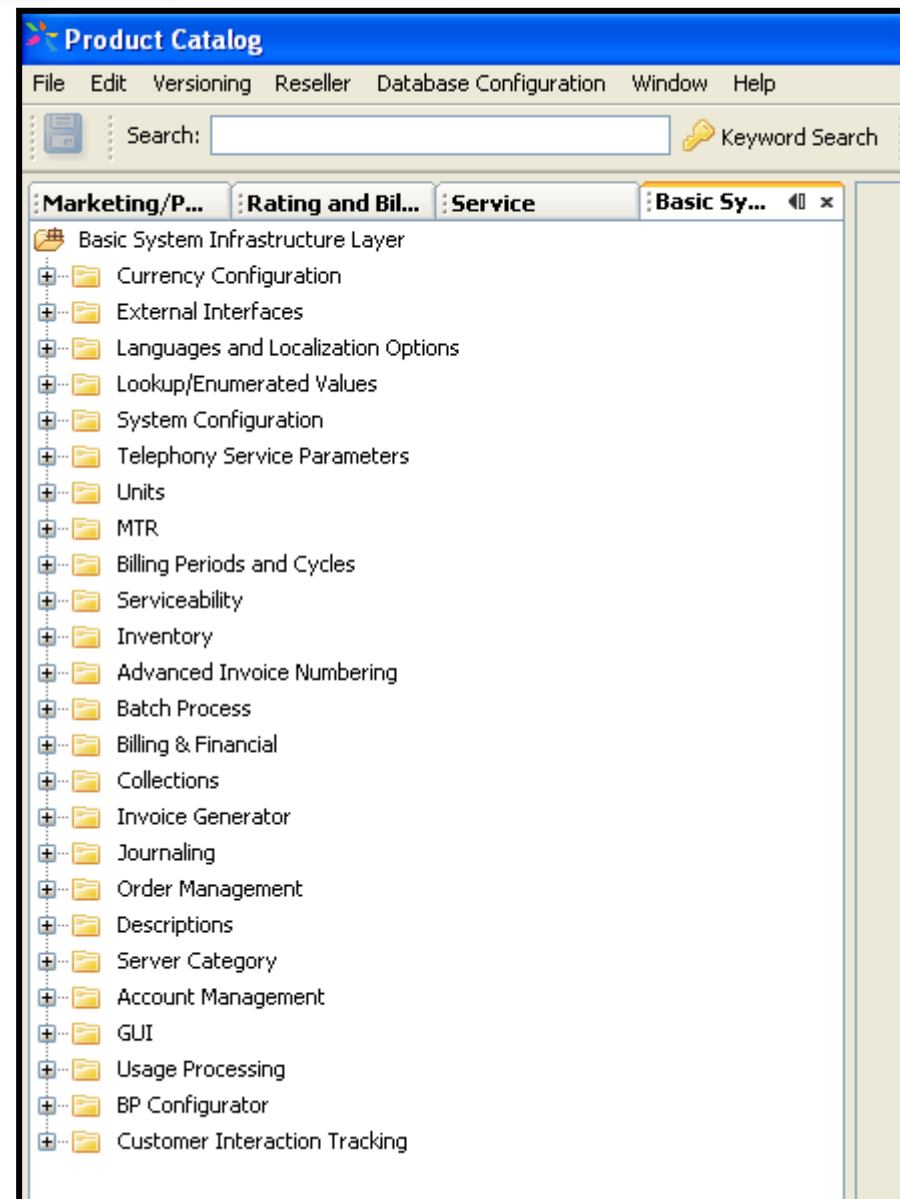
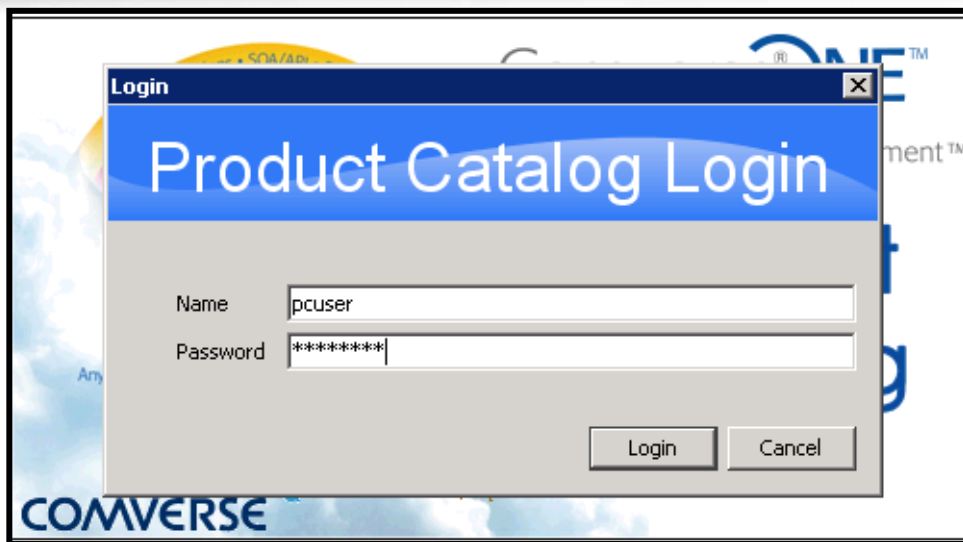
Mediation and  
Settlements

# What Is the Product Catalog?

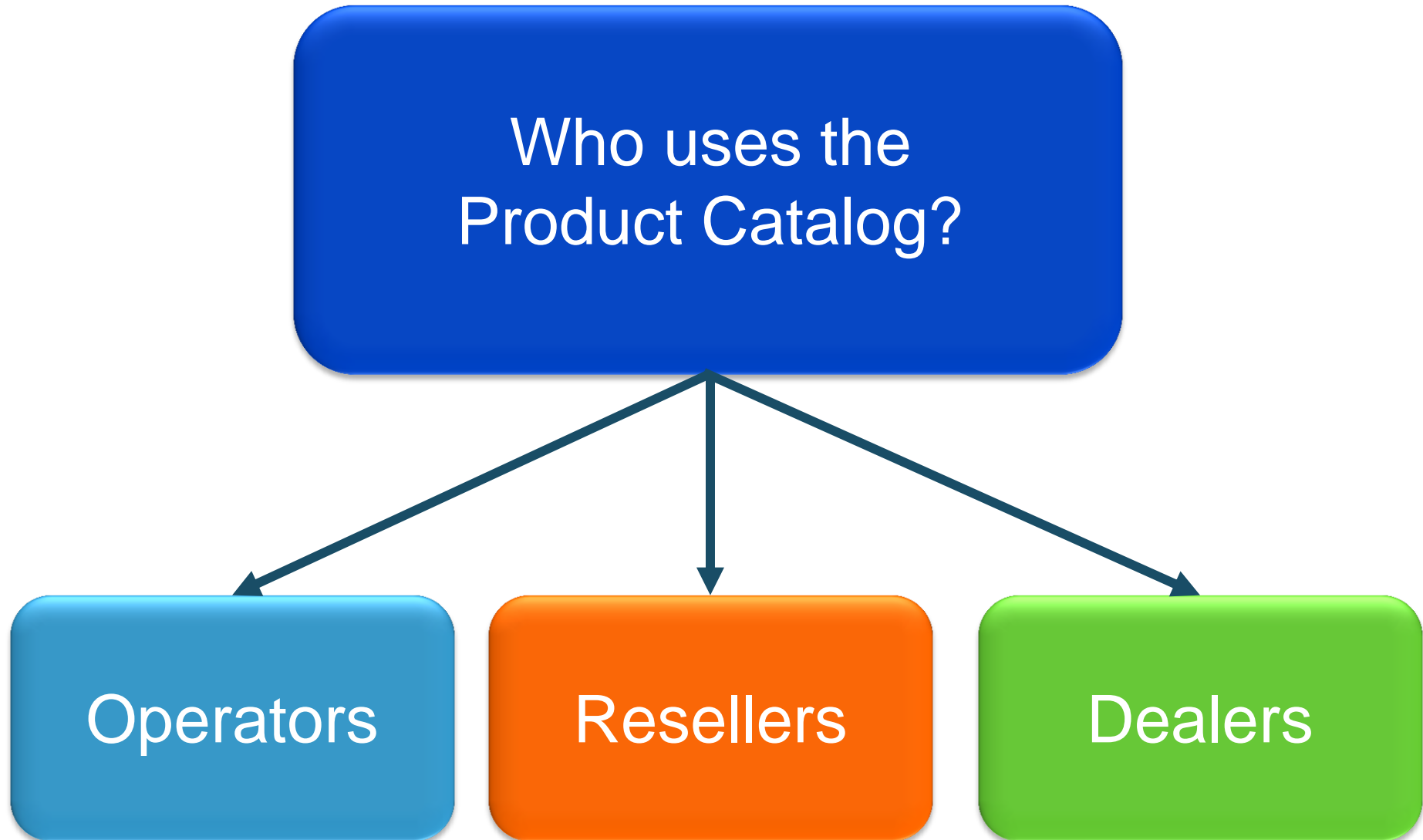
A single tool for defining the offers that are used across Comverse ONE



# Product Catalog GUI



# Operators, Resellers, and Dealers



# Operators

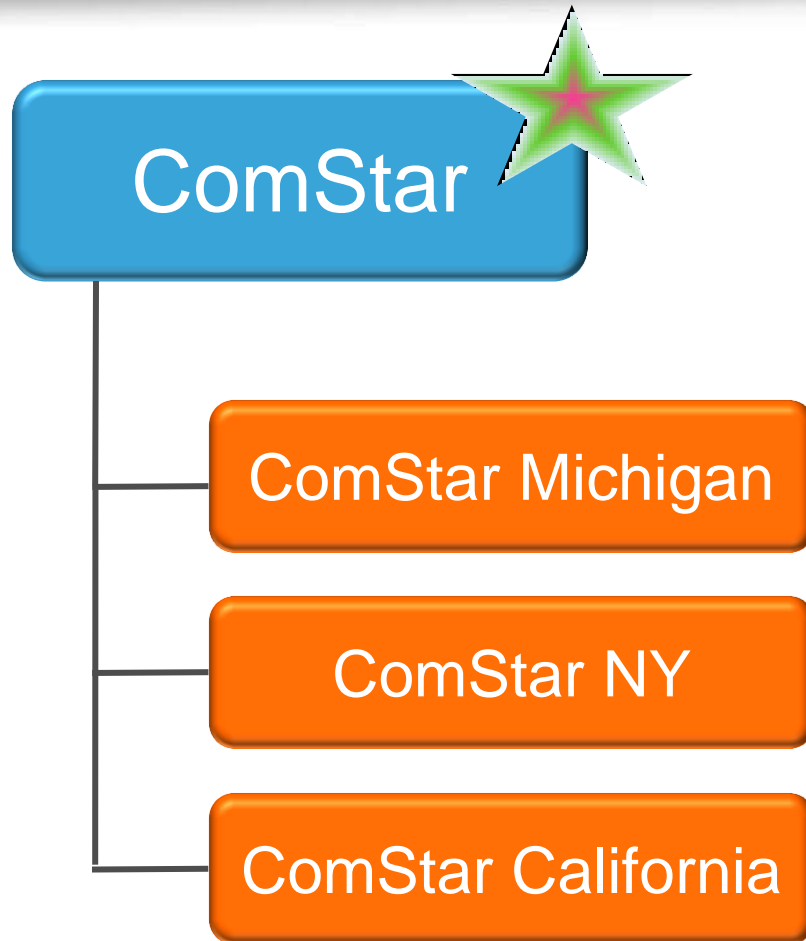
The logo for ComStar features a blue rounded rectangle with the word "ComStar" in white. A green five-pointed star with a red center is positioned at the top right corner of the rectangle.

ComStar

- The “owner” of the Comverse ONE installation; usually owns the network
- The operator manages the network-level data defined in the Product Catalog
- There is only one single operator per Product Catalog

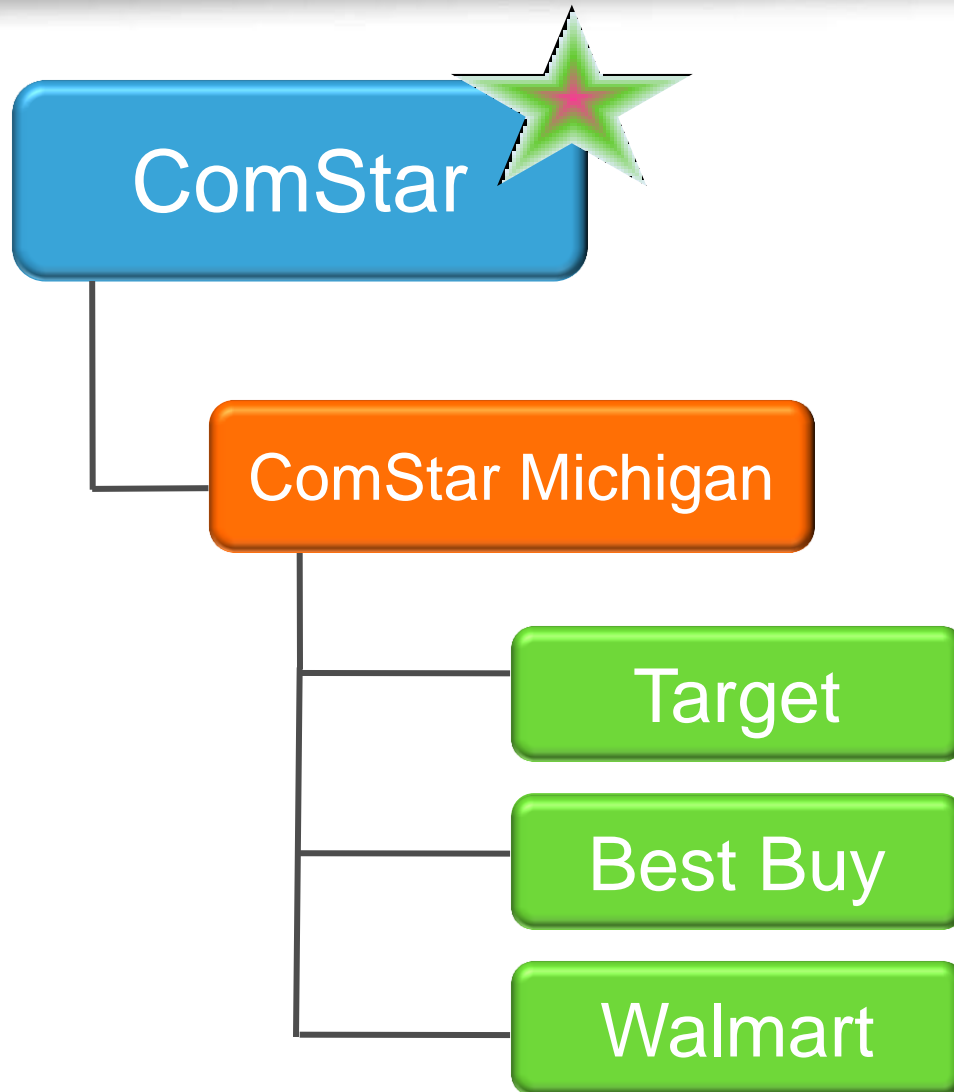


# Resellers



- Independent business entity that sells a specific set of bundles and offers
- An operator supports several resellers
- Each reseller is assigned its own Product Catalog dataset
- A reseller can also be an MVNO

# Dealers

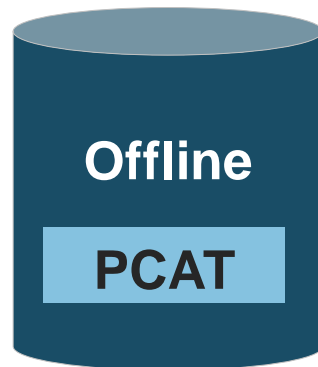


- A business entity that sells a subset of the bundles and offers marketed by a reseller
- A distribution channel for a reseller
- A reseller can have multiple dealers

# Offline Catalog and Online Catalog

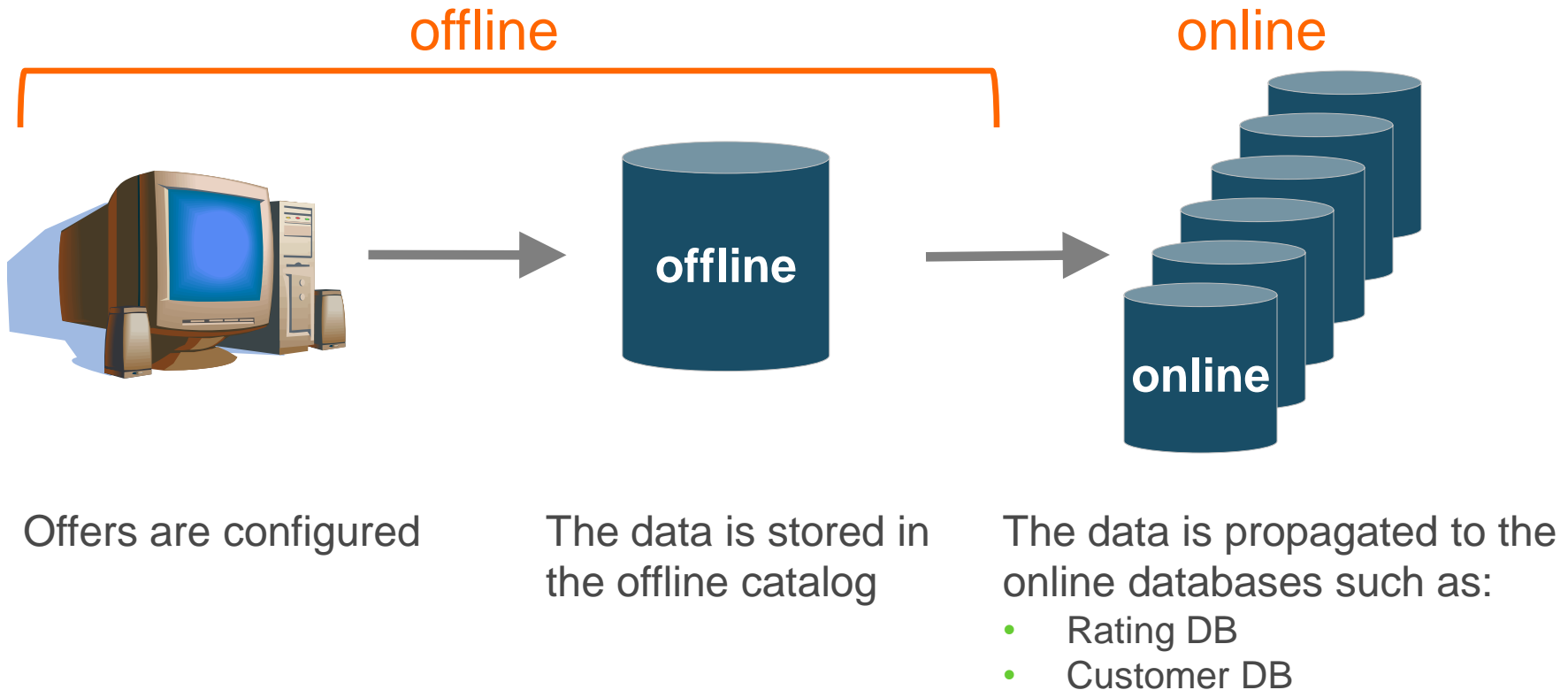
- **The Product Catalog workspace**
- **Multiple datasets**

- **Used by runtime systems**
- **Contains current datasets version**



# Creation and Propagation of Offers

**Propagation** – transferring data from the offline product catalog database to the appropriate online target databases



# Agenda

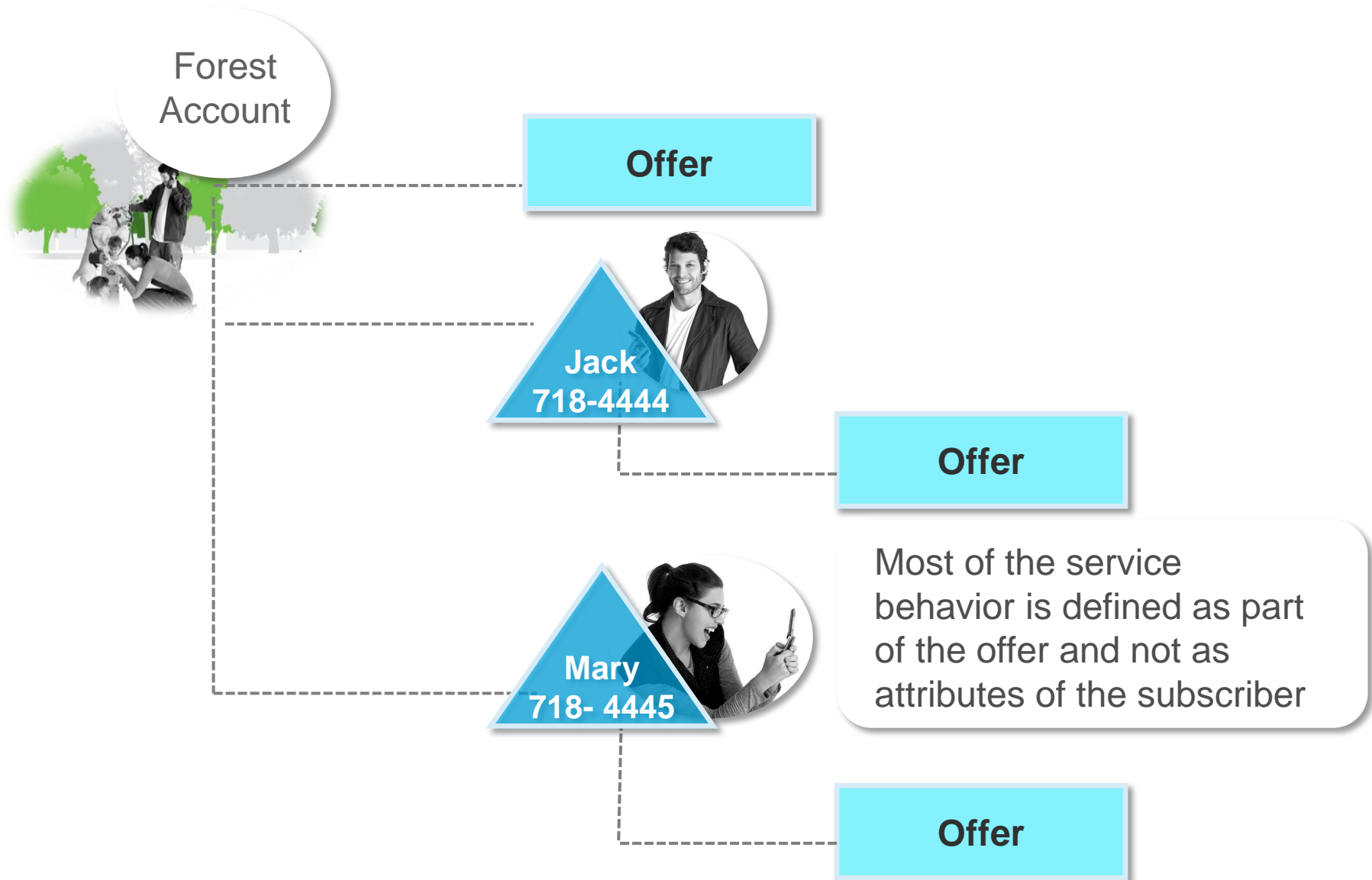
**Introduction to Comverse ONE Product Catalog**

**Offers and Bundles**

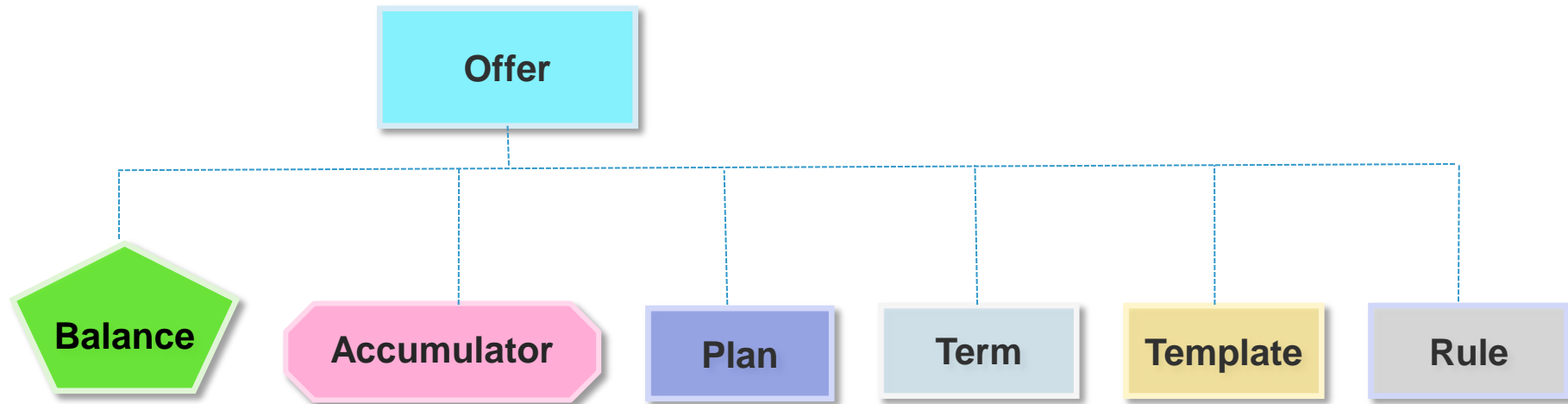
**Product Catalog Layered Model**

**Versioning and Propagation**

# A Reminder – What Is an Offer?



# The Building Blocks of an Offer



# An Example of an Offer

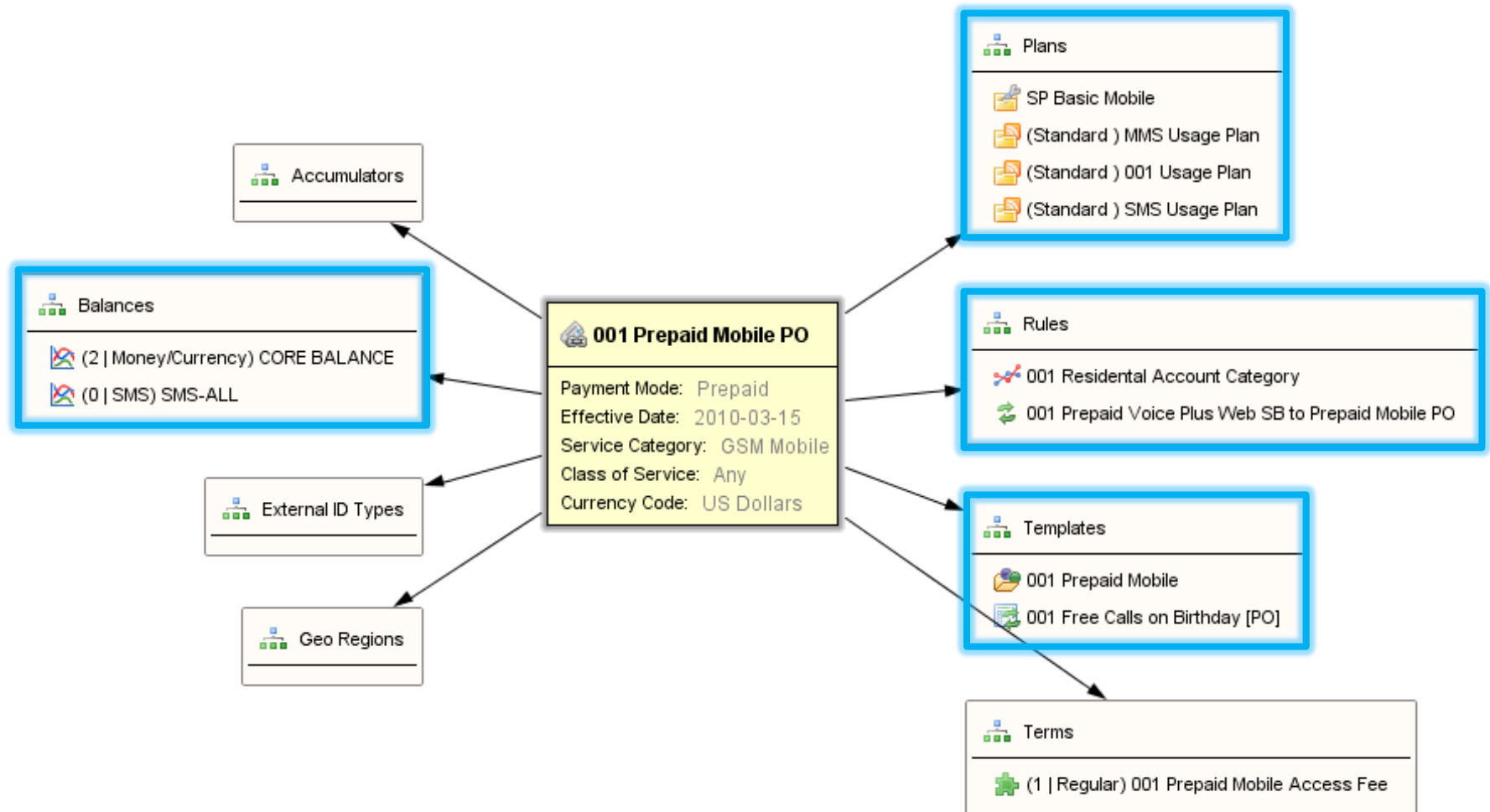


## Offer

Category	Description
Payment Type	Postpaid
Service Category	Mobile
Service Delivery Point	MSISDN (3G cell phones)
Eligibility	Residential Account Category
Voice calls	<ul style="list-style-type: none"><li>• <u>Peak</u>: \$0.10/min</li><li>• <u>Off-Peak</u>: \$0.08/min</li><li>• <u>Weekend</u>: \$0.05/min</li></ul>
SMS/MMS	\$0.02/SM, \$0.05/MM
Daily Access Fee	\$1.00/day
SMS Deal	Pay \$5 and get 50 SMs
Promotion Plan	For every 100 peak minutes: Receive 10 SMs and 10 MMs
Birthday Special	Free calls!



# An Offer in the Product Catalog GUI



# Three Types of Offers



***Primary Offer***



***Supplementary Offer***



***Account Offer***

Hierarchy Bundles	Account Bundles	Subscriber Bundles	Primary Offers
Name	Price	Action	
Description	Price	Action	
Detail	Account Offers	Compatible Offers	Global Offers

# A Primary Offer

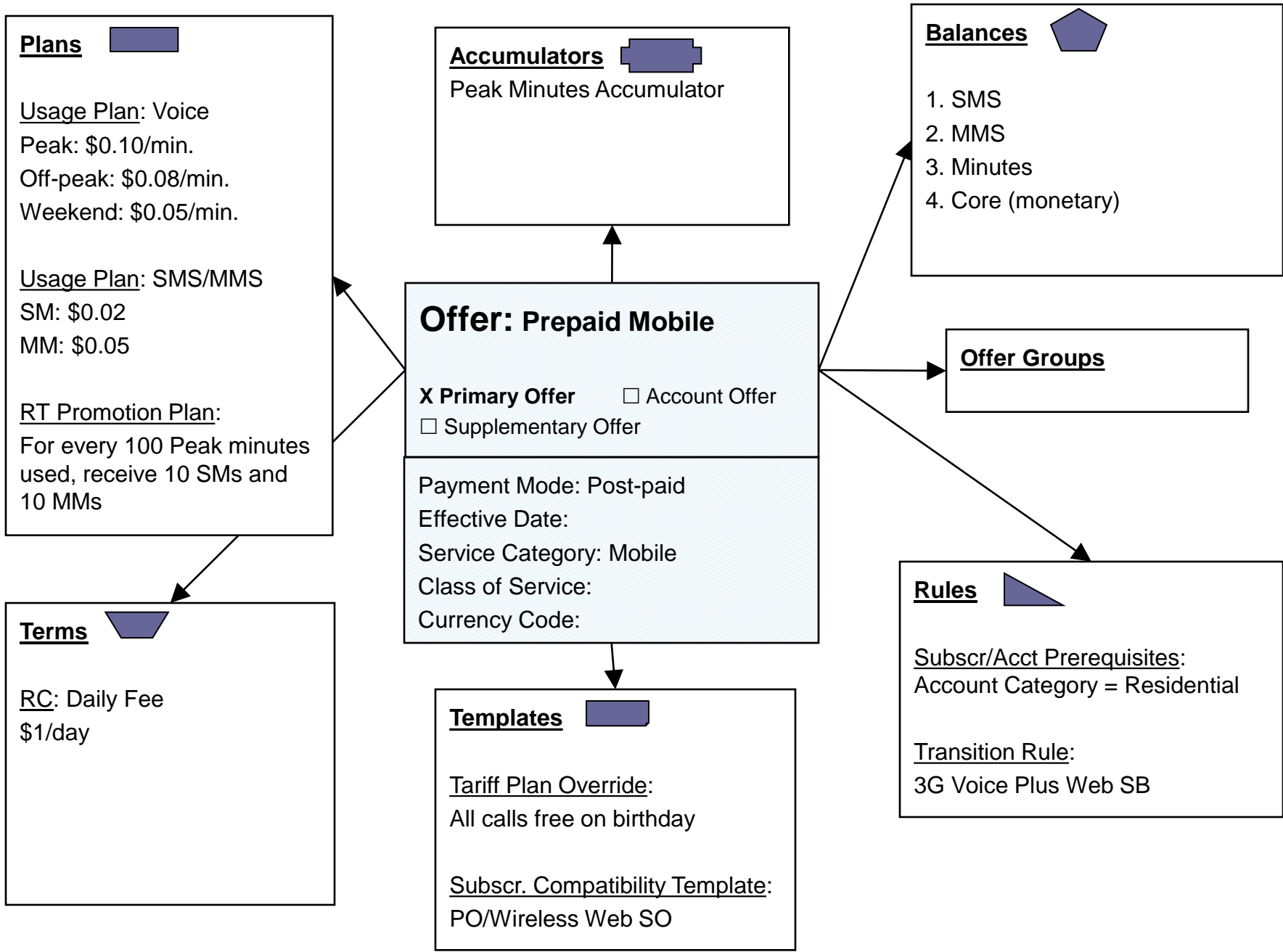
- Defines the core aspects of the subscriber.
- Every subscriber must have **one and only one** primary offer.
- When the primary offer is selected in the Customer Center, the subscriber is created.



# Exercise – Primary Offer Building Blocks

Match each example to the name of the building block it describes:

Example	Building Block
The Basic Cable Offer costs \$25/month	RC Term
This allows the subscriber to send text messages	Usage Plan
The Internet Supplementary Offer is only available for subscribers who have the Mobile Primary Offer	Bundle/Offer Prerequisite Rule
Calls are free on the subscriber's birthday	Tariff Plan Override Template
For every 100 peak minutes used, receive 10 SMSs	Rating Time Promotion Plan + Accumulator
Subscribers with the Mobile Primary Offer can switch to the Voice Plus Primary Offer	Transition Rule



# Supplementary Offer

- Optional offers that can be added to a subscriber if they are compatible with the subscriber's primary offer
- The primary offer's compatibility template determines which supplementary offer can be added to the subscriber
- Associated with a subscriber and not with an account



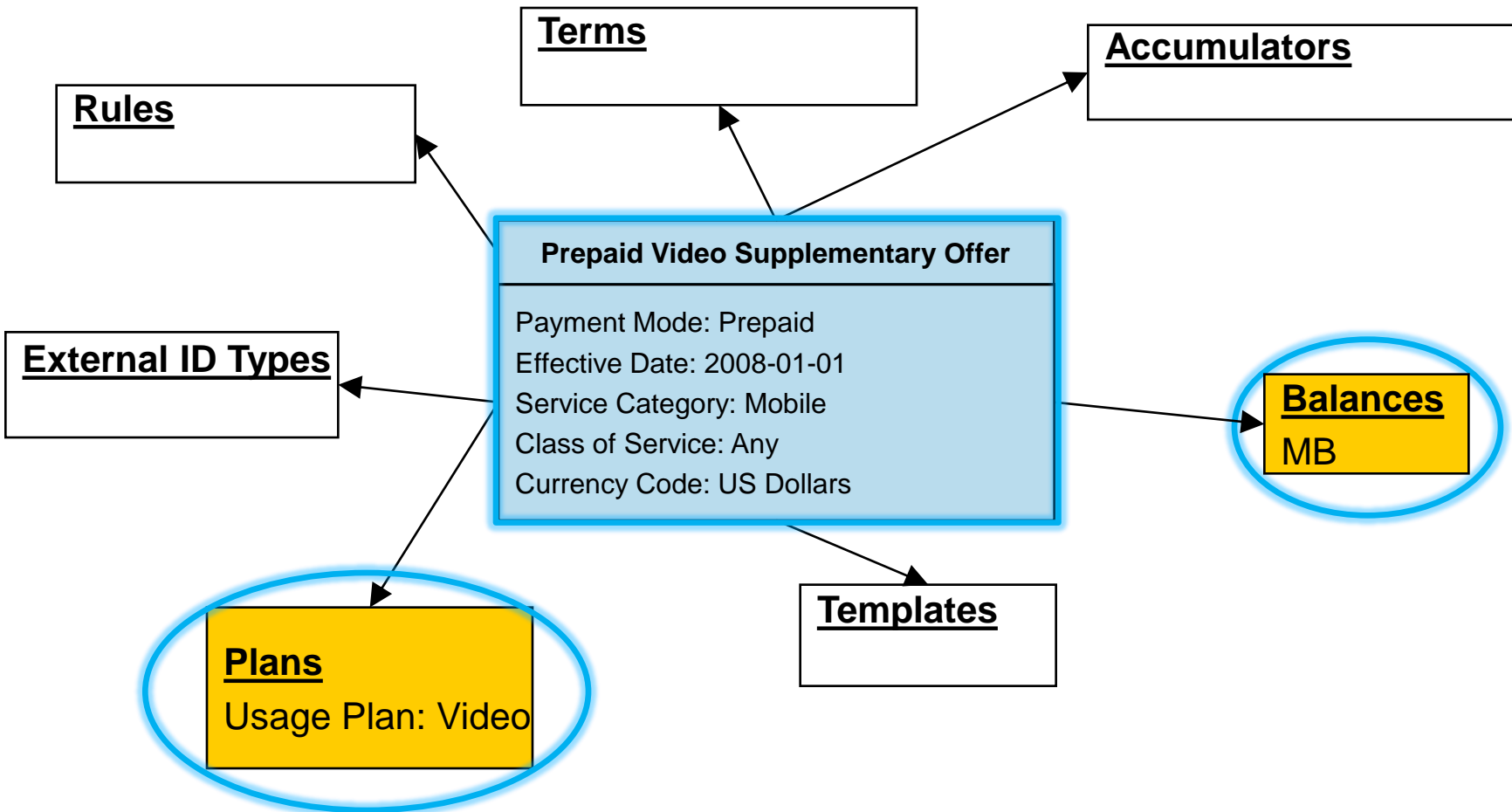
**Primary Offer**

+

**Supplementary Offer**

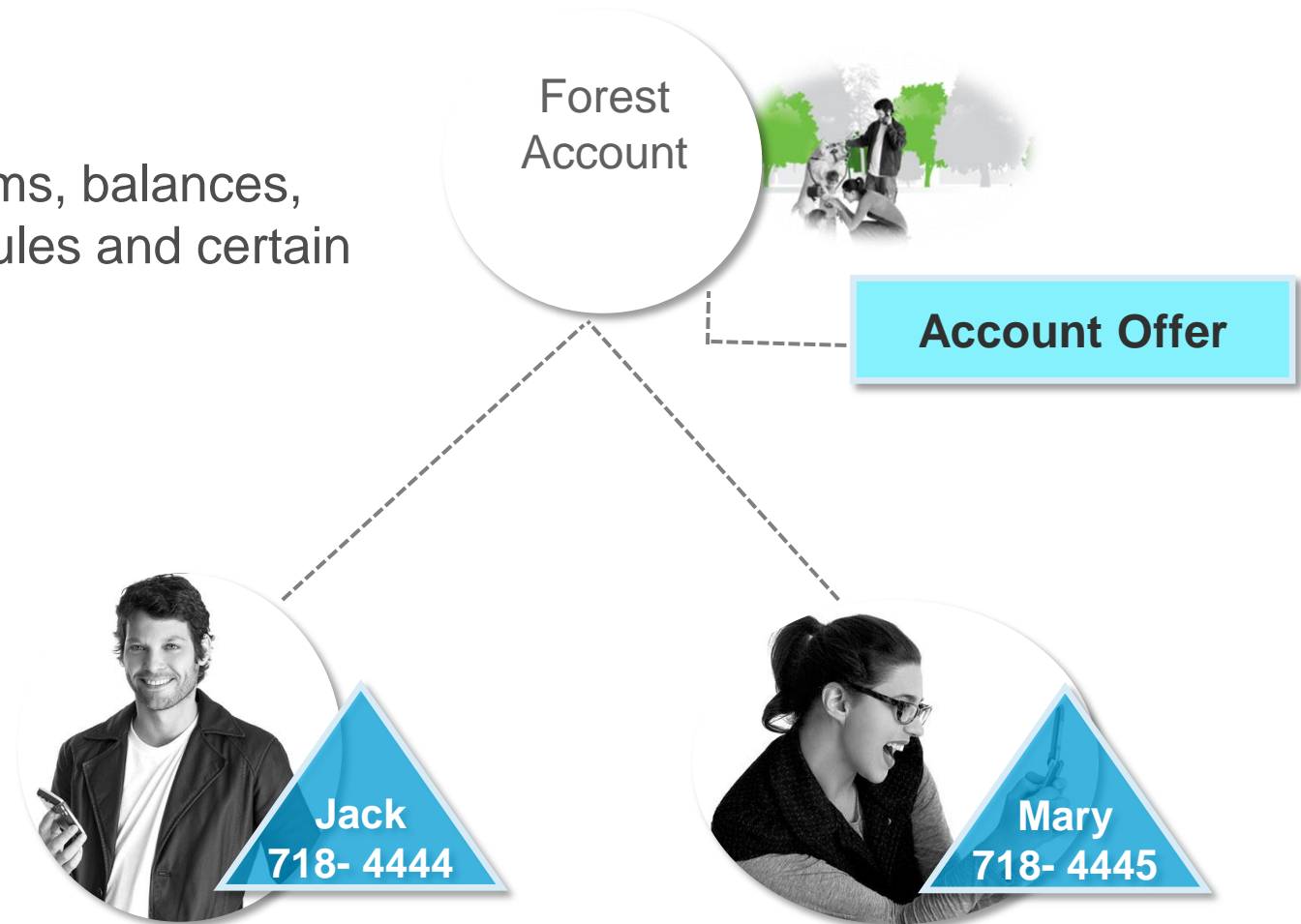
Usage of video streaming capabilities

# An Example of a Video Supplementary Offer



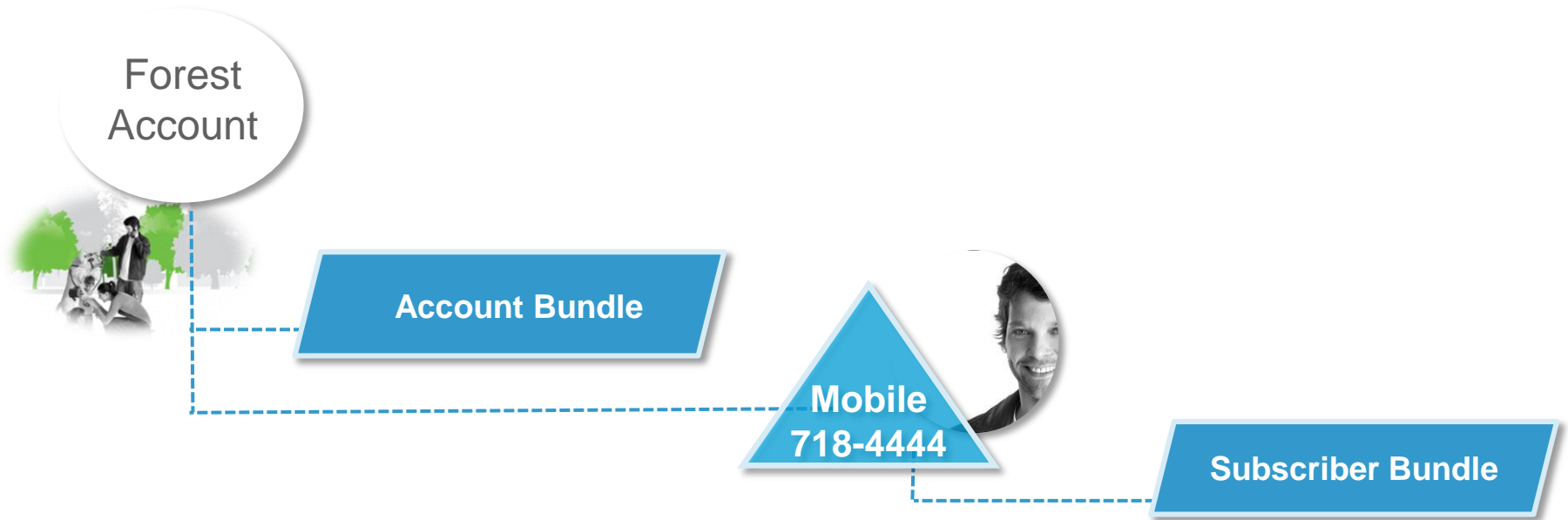
# Account Offer

- Used to deliver additional balances and promotions to the account
- Can contain terms, balances, accumulators, rules and certain types of plans





# What Is a Bundle?



# Subscriber Bundle

Includes a primary offer and one or more supplementary offers



Jack  
718- 4444

**Subscriber bundle**

**Primary Offer  
(only 1)**

**Always  
Mandatory**

**Supplementary  
Offer (0 or more)**

- **Mandatory**
- **Selective**
- **Optional**

# An Example of a Subscriber Bundle



718-444

## Bundle Gold

### Mandatory

#### Primary Offer

Voice calls: Local 10C/min  
International 20C/min  
Weekends 50 C/min  
SMS/MMS: \$1/SM or MM

### Selective (1 out of 2)

#### Supplementary Offer 1

Unlimited local calls on evenings: \$20/month

#### Supplementary Offer 2

Unlimited local calls on weekends: \$20/month

### Mandatory

#### Supplementary Offer 3

Unlimited data for \$20/month

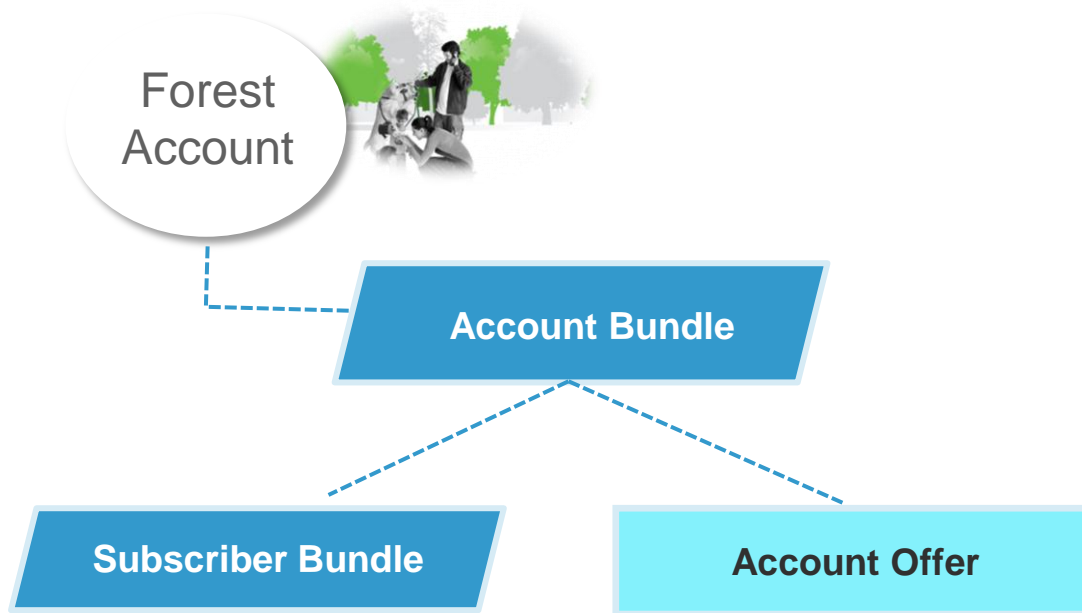
### Optional

#### Supplementary Offer 4

SMS package: pay \$5/month, get 100 SMs

# Account Bundle

Includes subscriber bundles and account offers



# Agenda

**Introduction to Comverse ONE Product Catalog**

**Offers and Bundles**

**Product Catalog Layered Model**

**Versioning and Propagation**

# The Four Layers of the Product Catalog

## Marketing/Packaging Layer

Where customer-facing market offers are configured

**Reseller**

## Rating and Billing Definition Layer

Where rates and charges are configured

**Reseller**

## Service Layer

Where the services and usage activities are defined

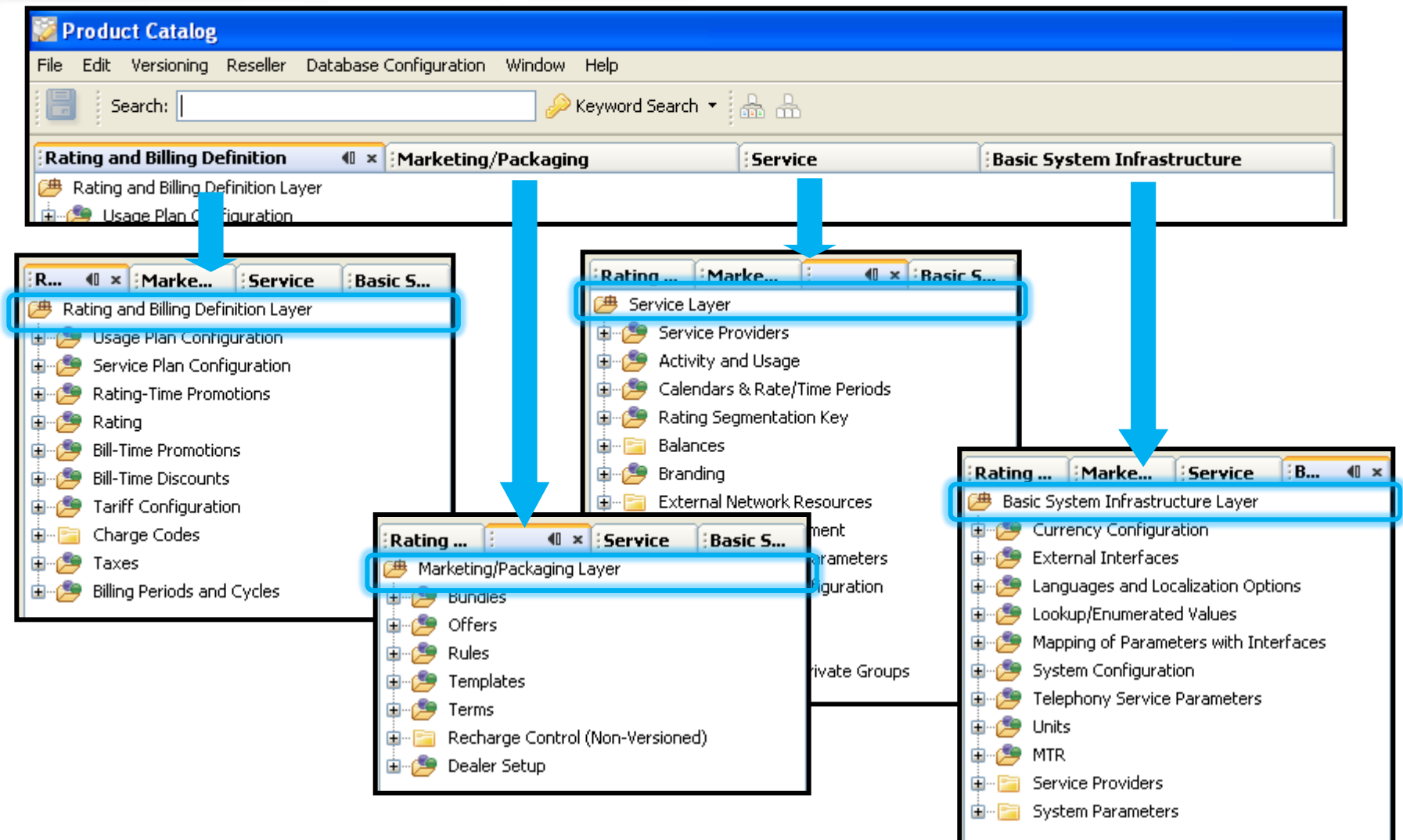
**Reseller**

## Basic System Infrastructure Layer

Where basic system information is configured

**Operator**

# Main Tabs of the Product Catalog Layers



# Mary's Offer

Category	Description
Payment Type	Postpaid
Service Category	Mobile
Service Delivery Point	MSISDN (3G cell phones)
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Daily Access Fee	\$1.00/day
SMS Deal	Pay \$5 and get 50 SMs
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Birthday Special	Free calls!



# Basic System Infrastructure Layer

Marketing

Rating and Bill

Service

Basic

The operator configures global system data definitions:

- Languages
- Localizations
- Units – minutes, seconds, currencies
- Segmentation attributes – business, residential
- Emergency numbers

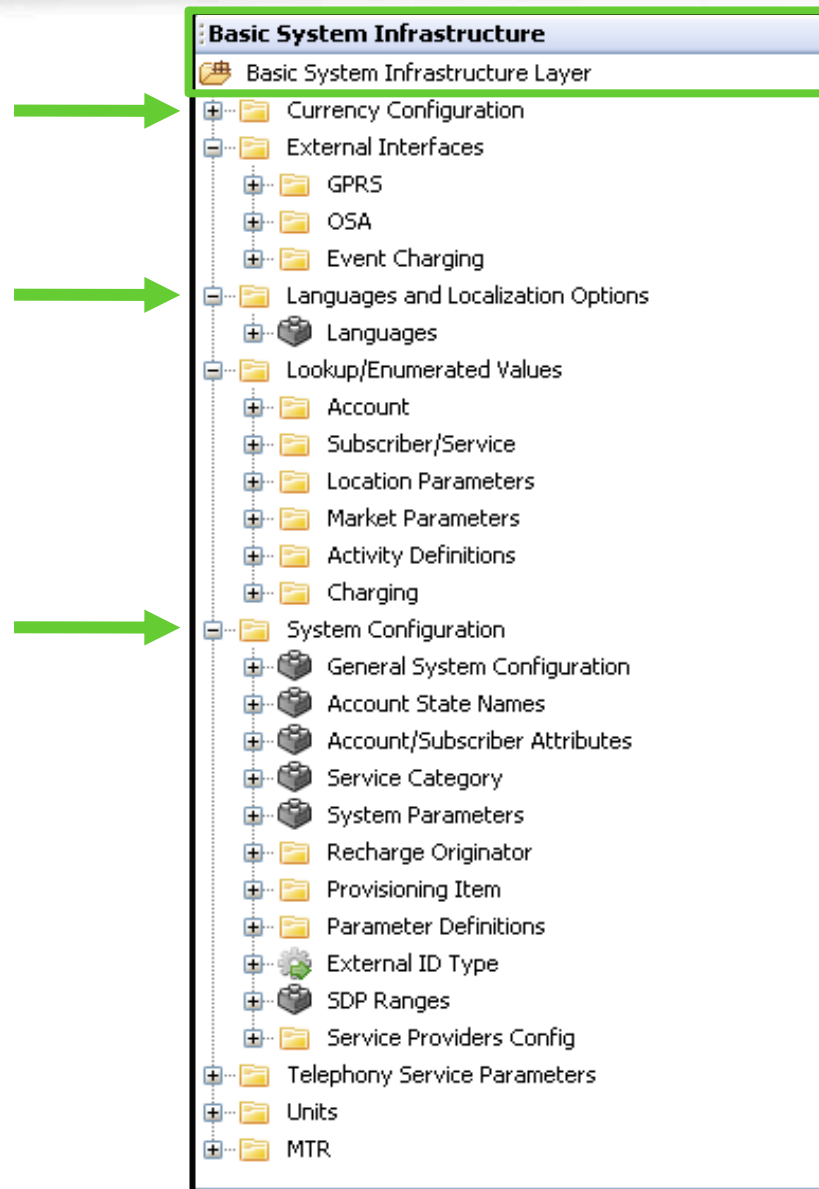
# Basic System Layer TAB

Marketing

Rating and Bill

Service

Basic



# Service Layer

Marketing

Rating and Bill

Service

Basic

The reseller configures service information:

- Activity and Usage – “make a call”, “send an SM”, “browse the Internet”
- Calendars and Rate-Time Periods – “peak”, “off-peak”, “weekends”
- Balances – the name of the balance and the unit it counts – “monetary balance for dollars”, SMS balance for SMS”

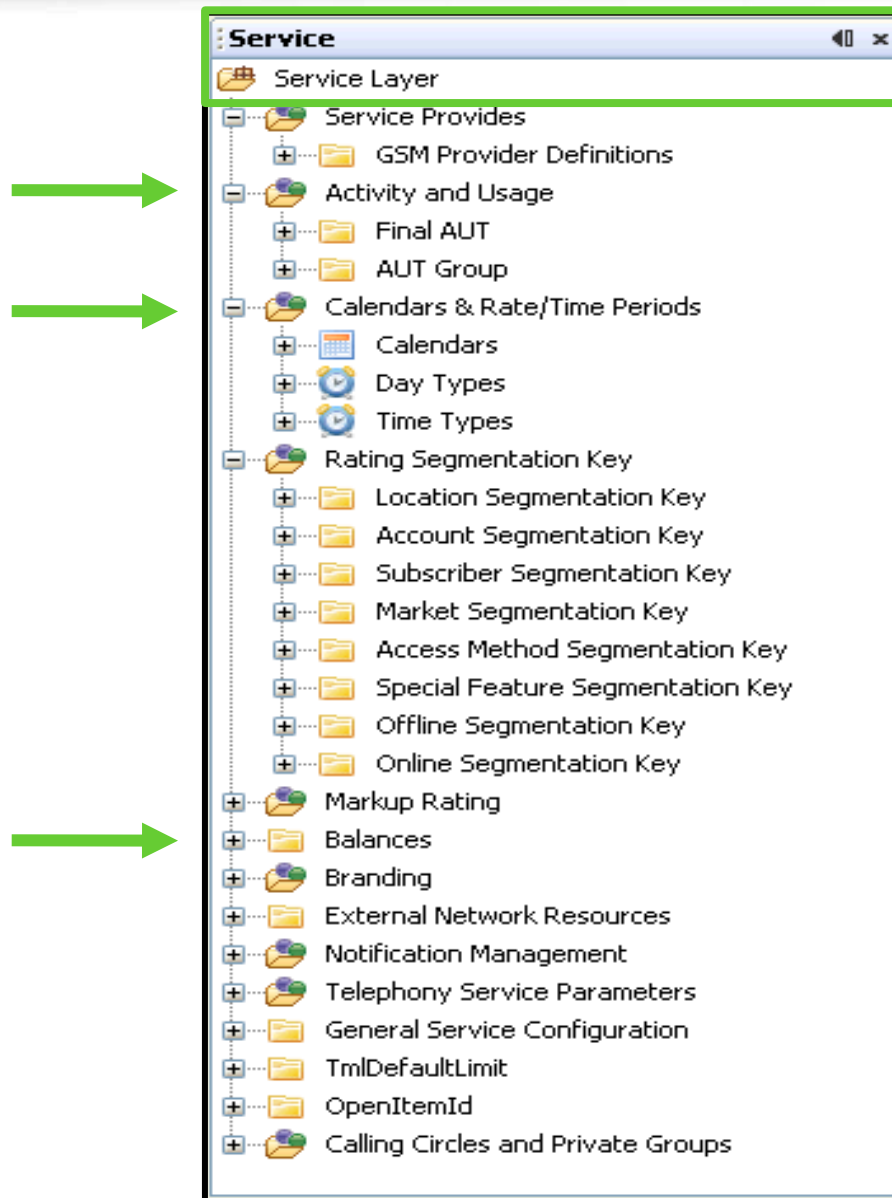
# Service Layer Tab

Marketing

Rating and Bill

Service

Basic



# Rating and Billing Layer

Marketing

Rating and Bill

Service

Basic

The reseller configures **plans**, the main building blocks of offers:

- Usage Plans – associate usage activity to tariff
- Service Plans – contains service provisioning information
- Promotion Plans – defines awards and discounts

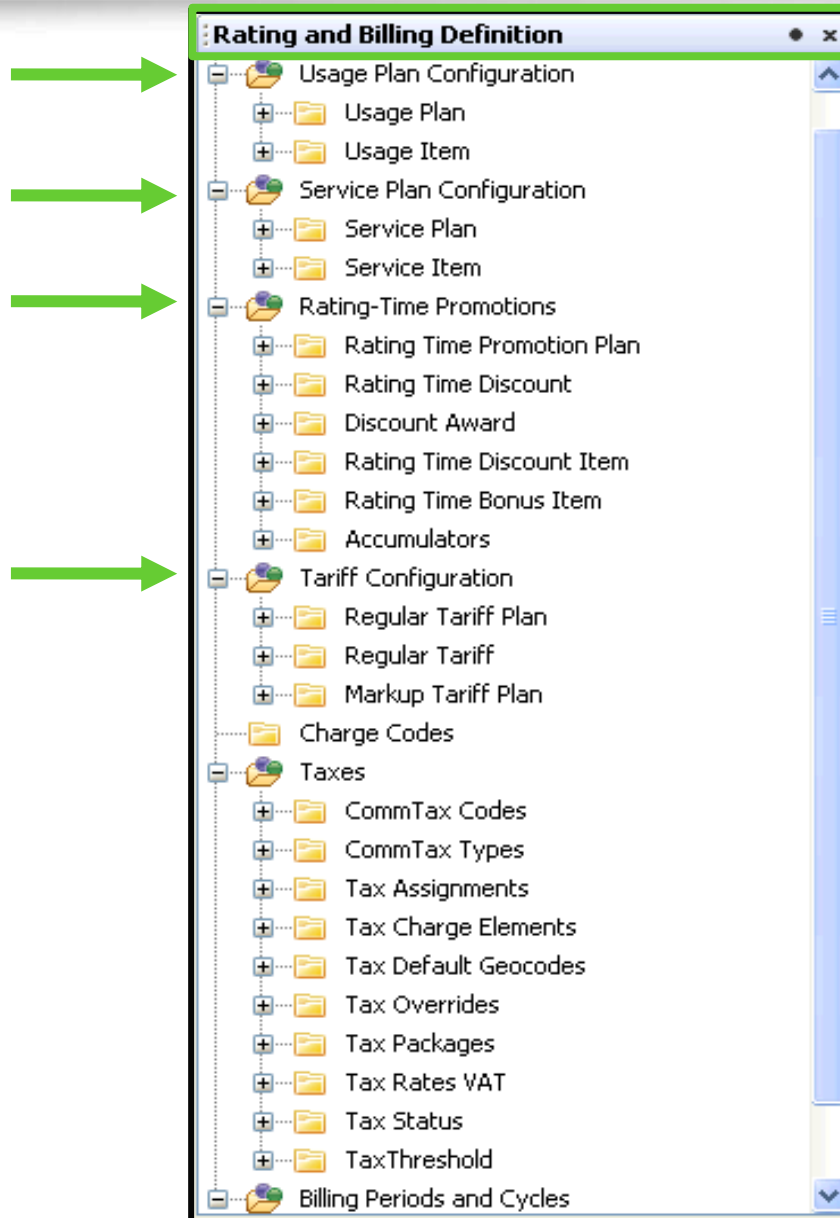
# Rating and Billing Layer Tab

Marketing

Rating and Bill

Service

Basic



# Marketing/Packaging Layer

Marketing

Rating and Bill

Service

Basic

The reseller defines marketing offers and configures the rest of the building blocks:

- Rules
- Templates
- Terms

And then, finally, resellers define their:

- Offers and Bundles

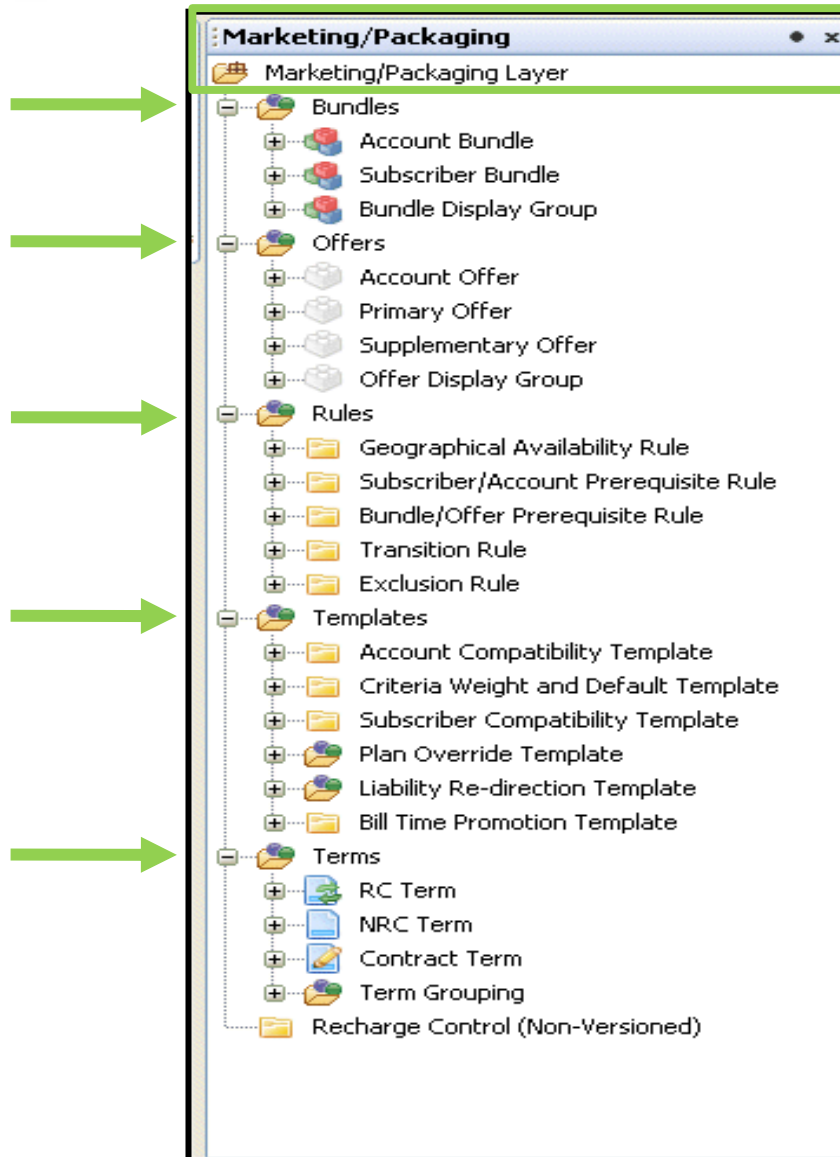
# Marketing/Packaging Layer Tab

Marketing

Rating and Bill

Service

Basic





# Agenda

**Introduction to Comverse ONE Product Catalog**

**Offers and Bundles**

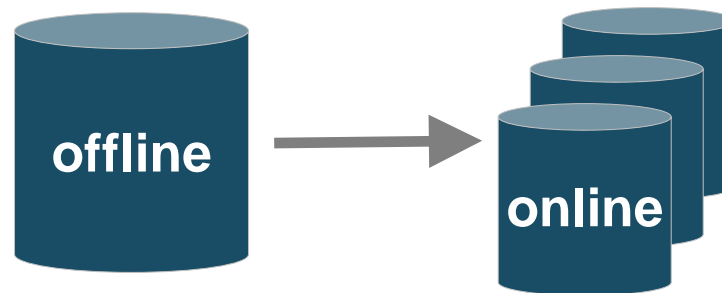
**Product Catalog Layered Model**

**Versioning and Propagation**

# What Is Versioning?

## Propagation

Transferring data from the offline product catalog database to the appropriate online target databases



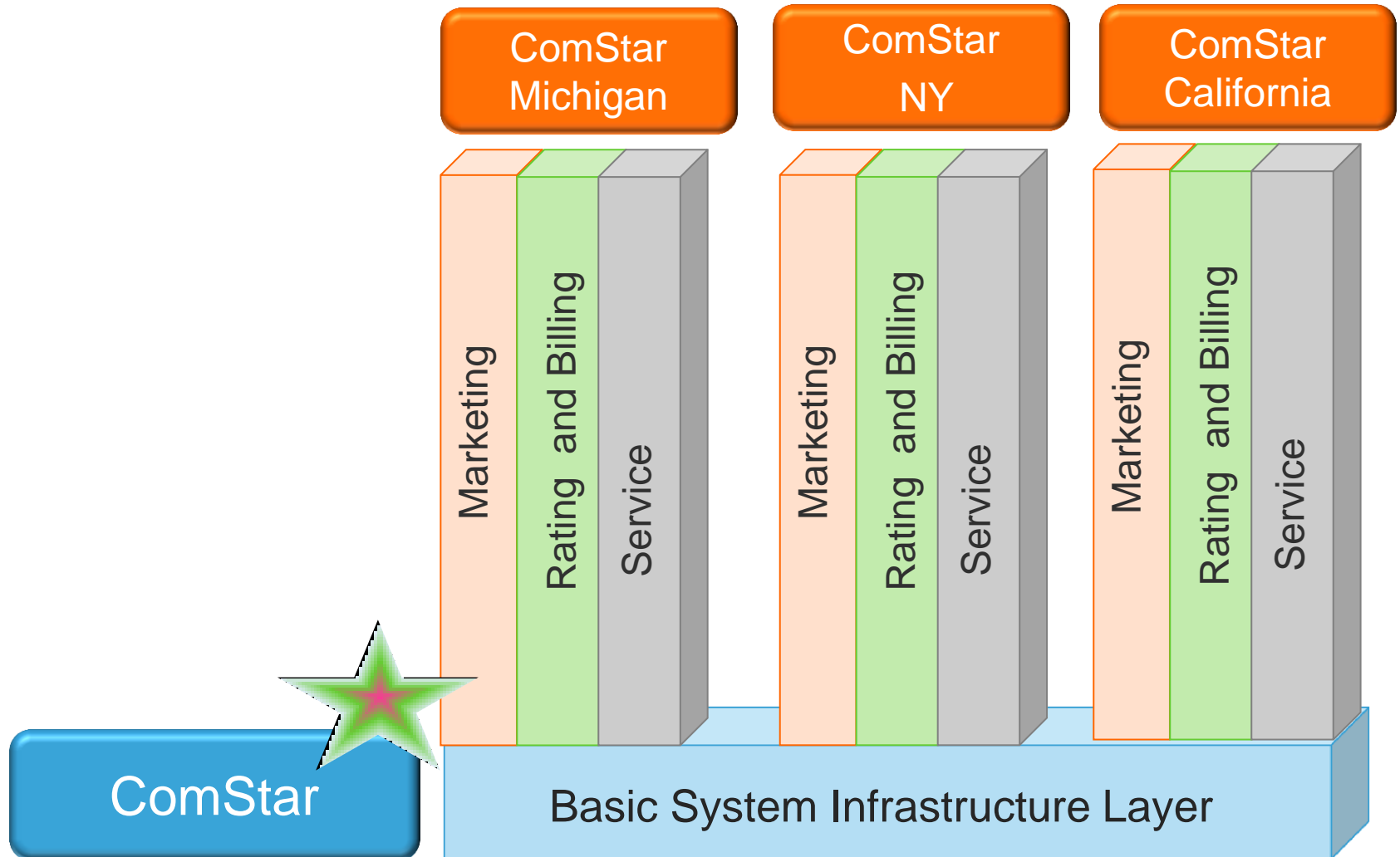
## Versioning

Configuration and management of datasets to facilitate propagation and control the release of data to:

- Test
- Production
- Other systems

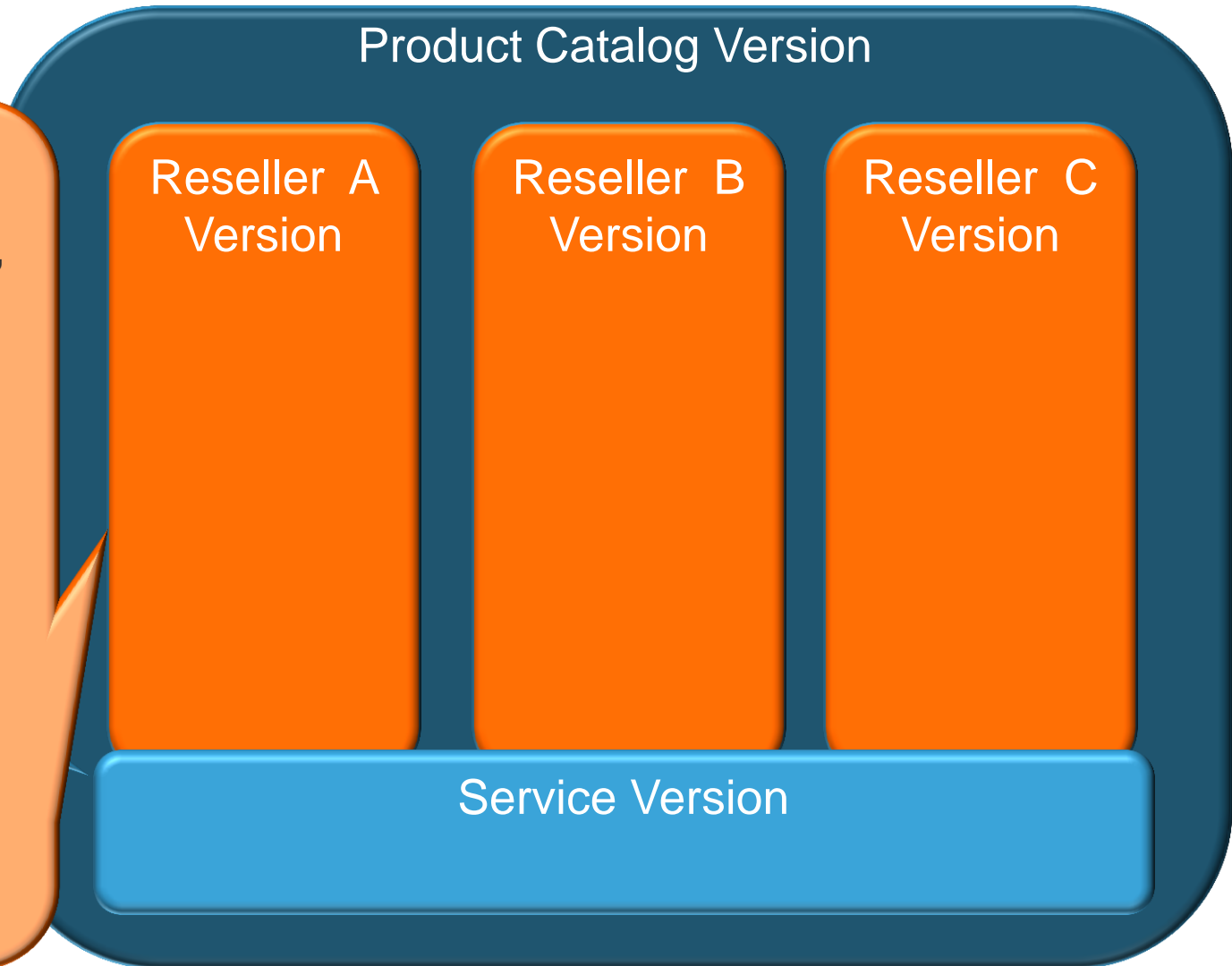


# Product Catalog Versioning



# Product Catalog Versioning

- Data from Marketing, Rating, and Billing, and Service layers
- Associated to a specific Service Version
- Only one live version can exist in online catalog per reseller at a time



# Levels of Versions



## Major Version

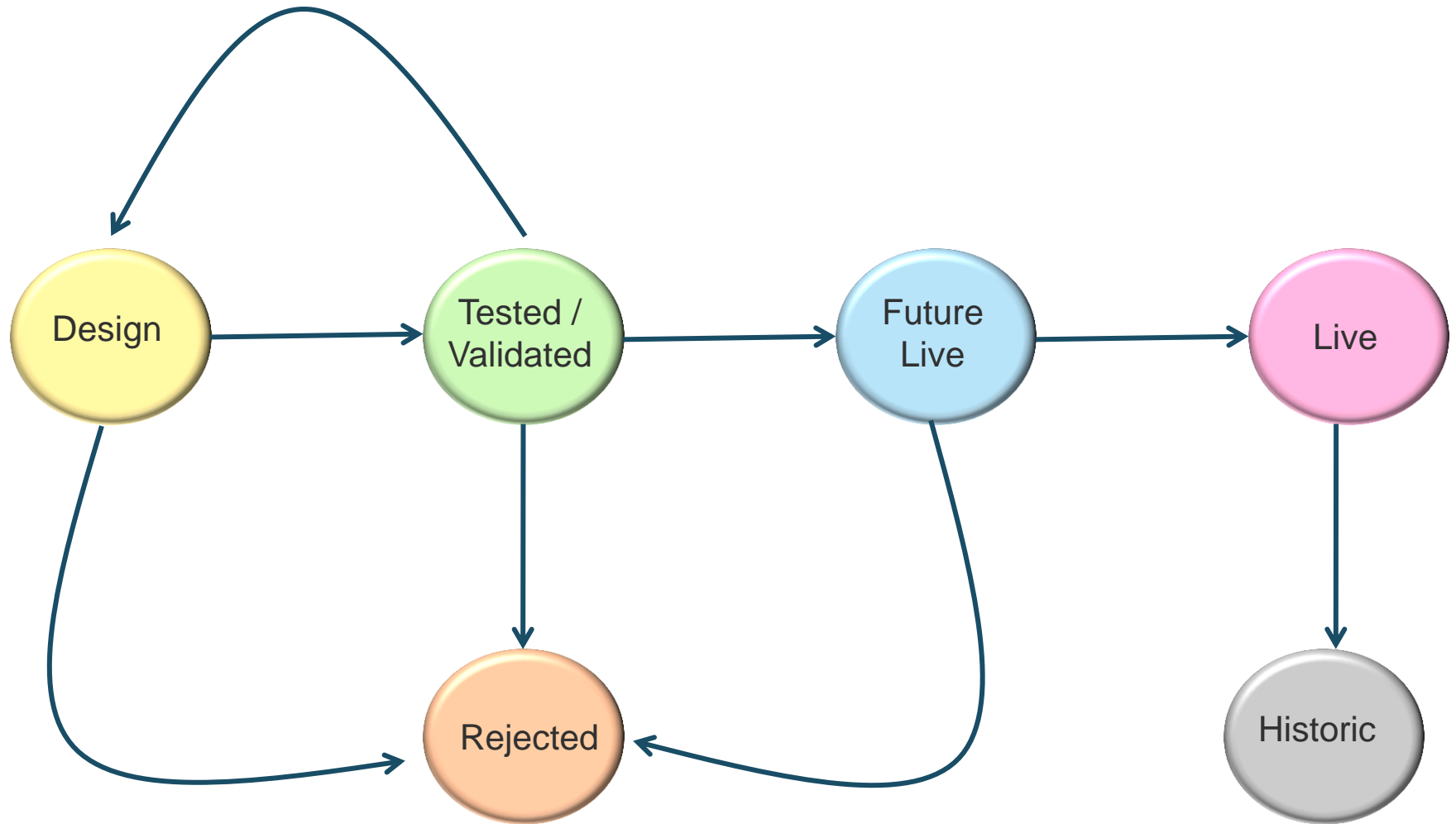
- Contains an entire set of data
- When propagated it replaces the previous major version on the target system

## Minor Version



- Also called the Corrective Version
- Enable changes to rates, but not bundle/offer associations

# Version Life Cycle



# Summary

This lesson has covered the following topics:

- Product Catalog functionality
- Operators, resellers and dealers
- Product Catalog GUI layered model
- Propagation and versioning

Thank  
You!



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