



COMVERSE
UNIVERSITY

Introduction to Comverse ONE

Lesson Objectives

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

- Explain the Comverse ONE billing and customer management solution
- Describe the structure of Comverse ONE
- List the benefits of Comverse ONE system

Agenda

What Is Comverse ONE?

The Structure of Comverse ONE

Data Model and Product Catalog

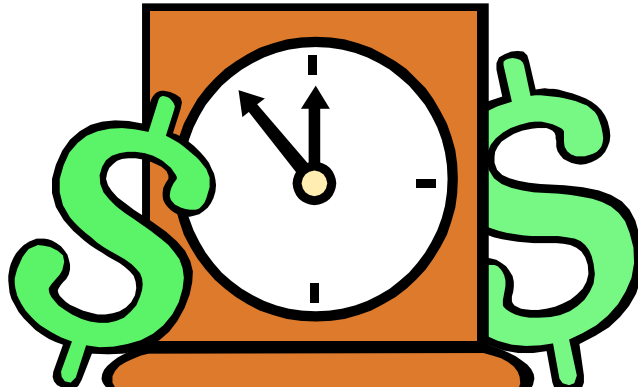
Comverse ONE Domains

Operations and Open Framework

The Benefits of Comverse ONE

What Is Comverse ONE?

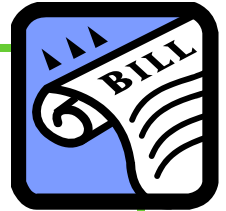
Comverse ONE is a billing and active customer management system



Initial Billing Offers – Subscriber View

Postpaid

Kate



Real-Time

Jason



Postpaid Billing Flow – Operator's View



Rating

A CDR is rated and stored in the database

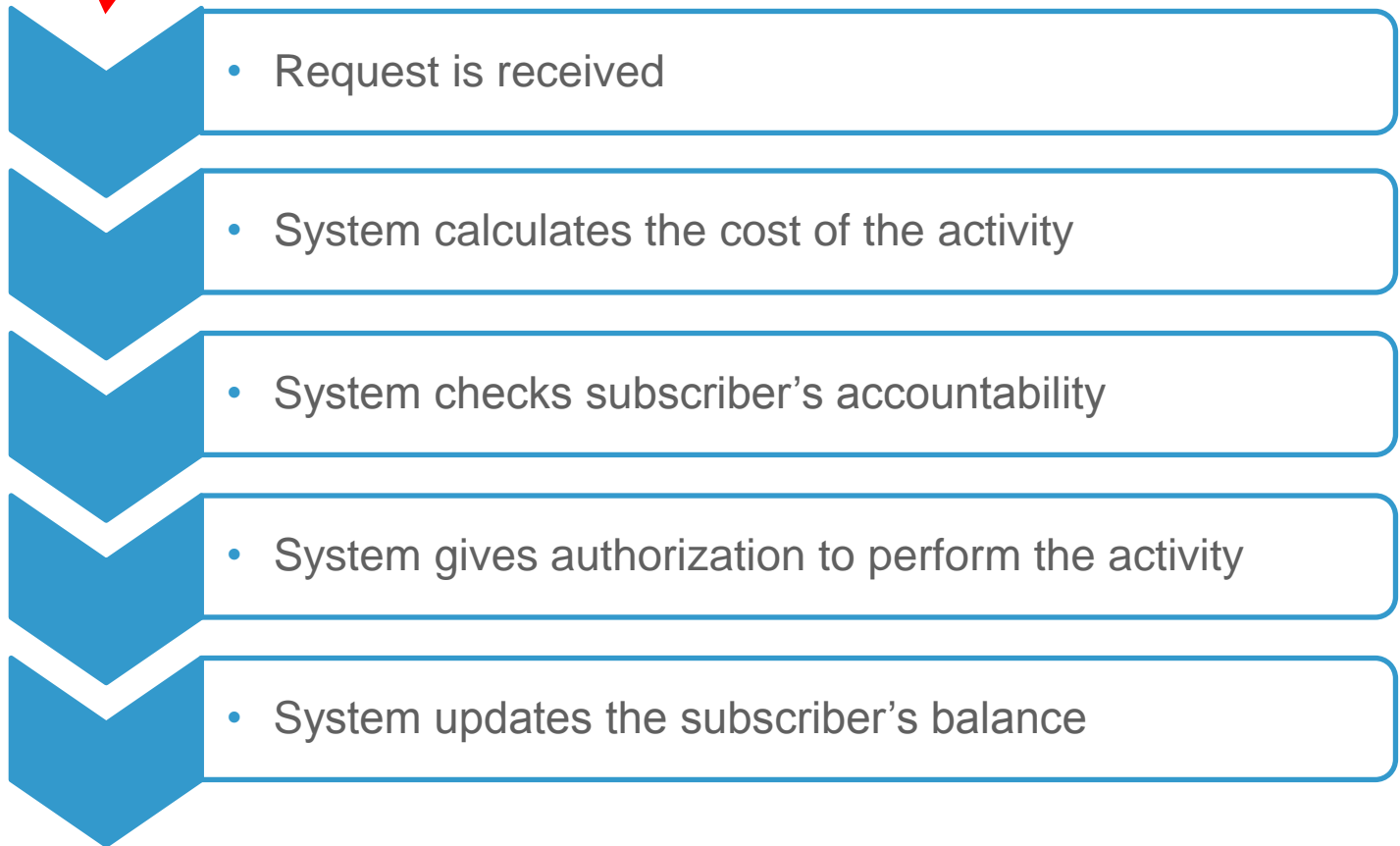
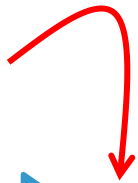
Billing

- Other charges are added
- Invoices are produced

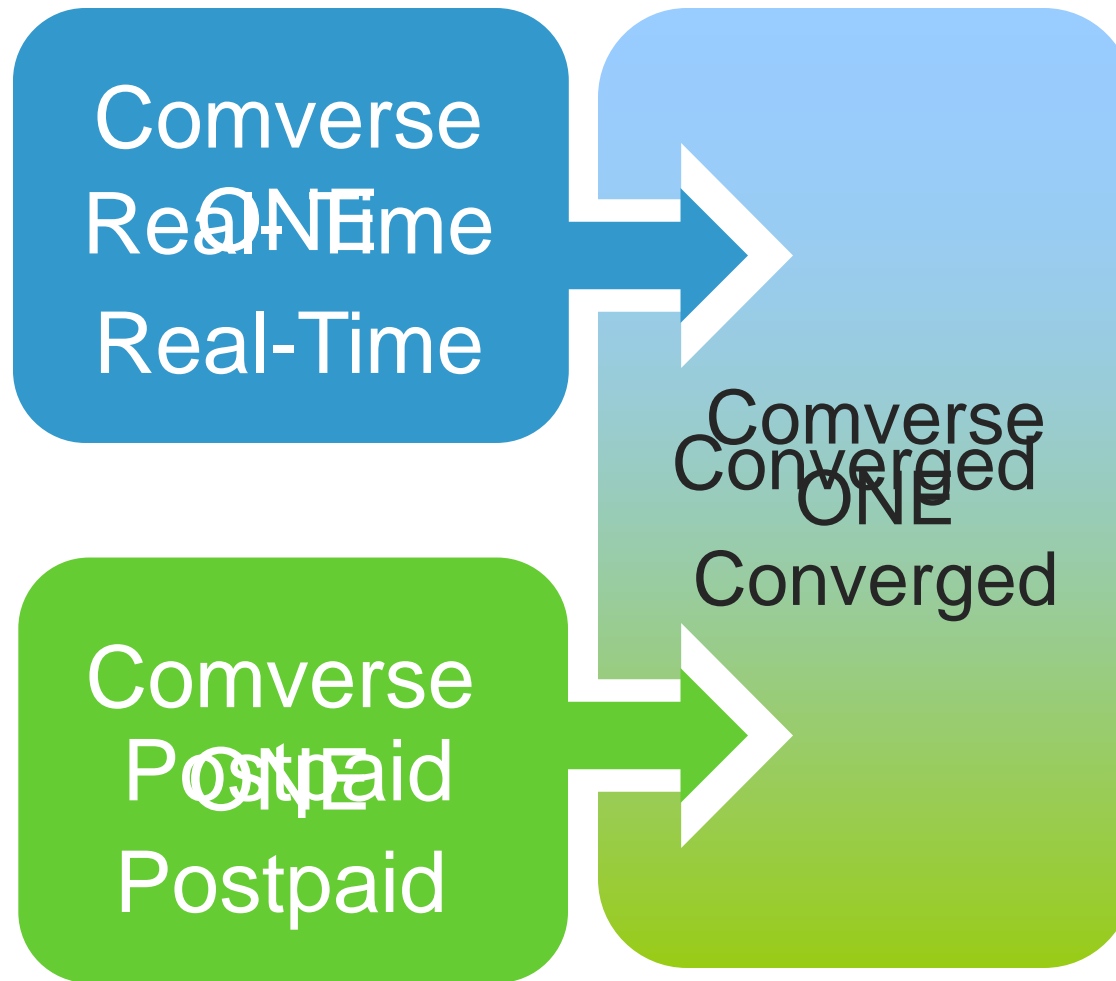
Finance

- Payments are collected
- Balances are updated

Real-Time Billing Flow – Operator's View

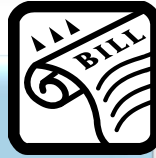


ONE Approach



Dimensions of Convergence

Billing Convergence:



- Prepaid
- Postpaid
- Hybrid accounts

Line of Business Convergence:



- Fixed line
- Mobile
- Cable
- Satellite, and so on

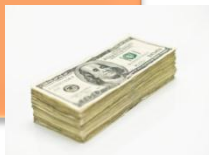
Service Convergence:

- Voice
- Data
- PPV (pay-per-view), Premium content

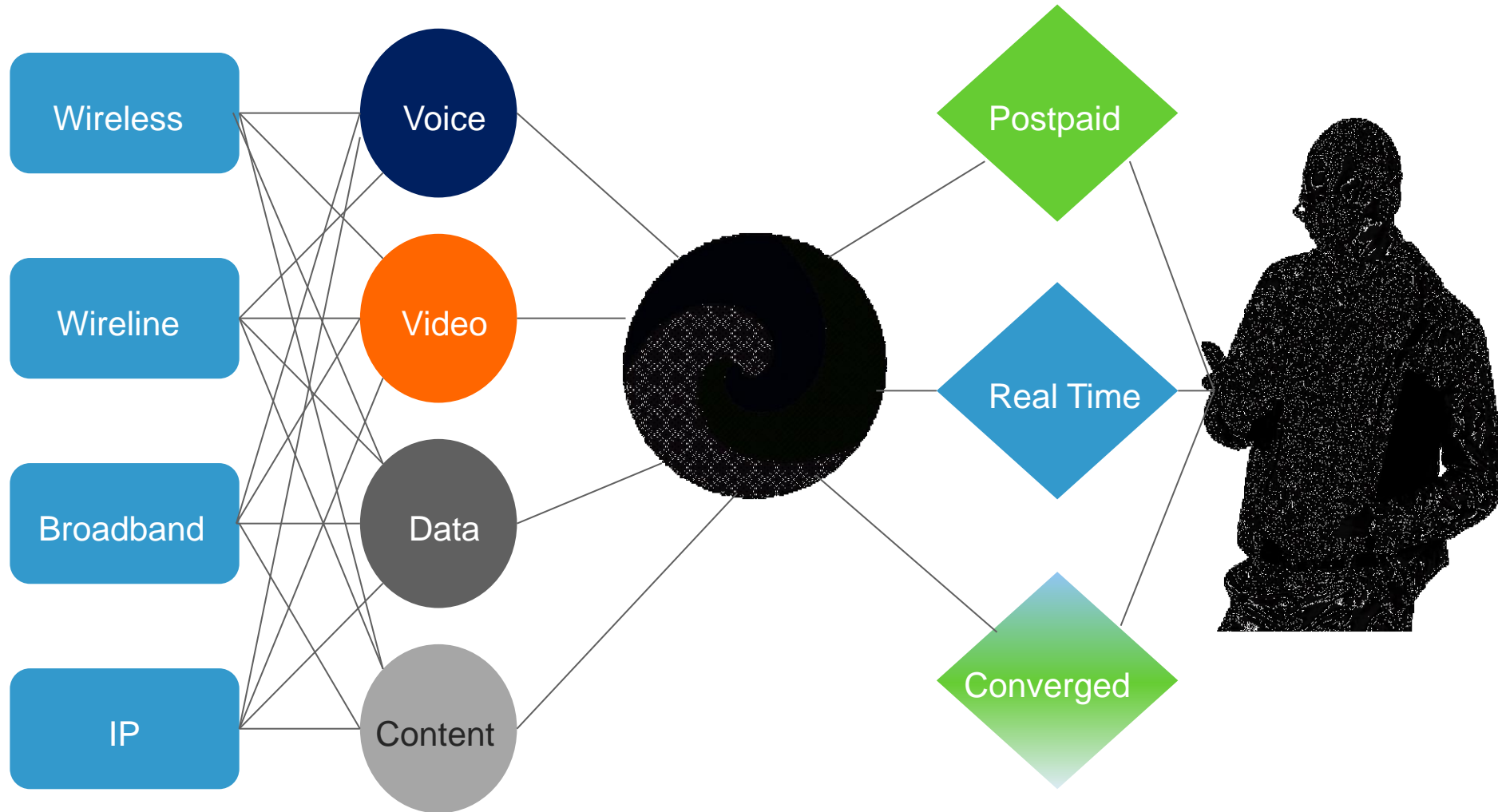


Payment Convergence:

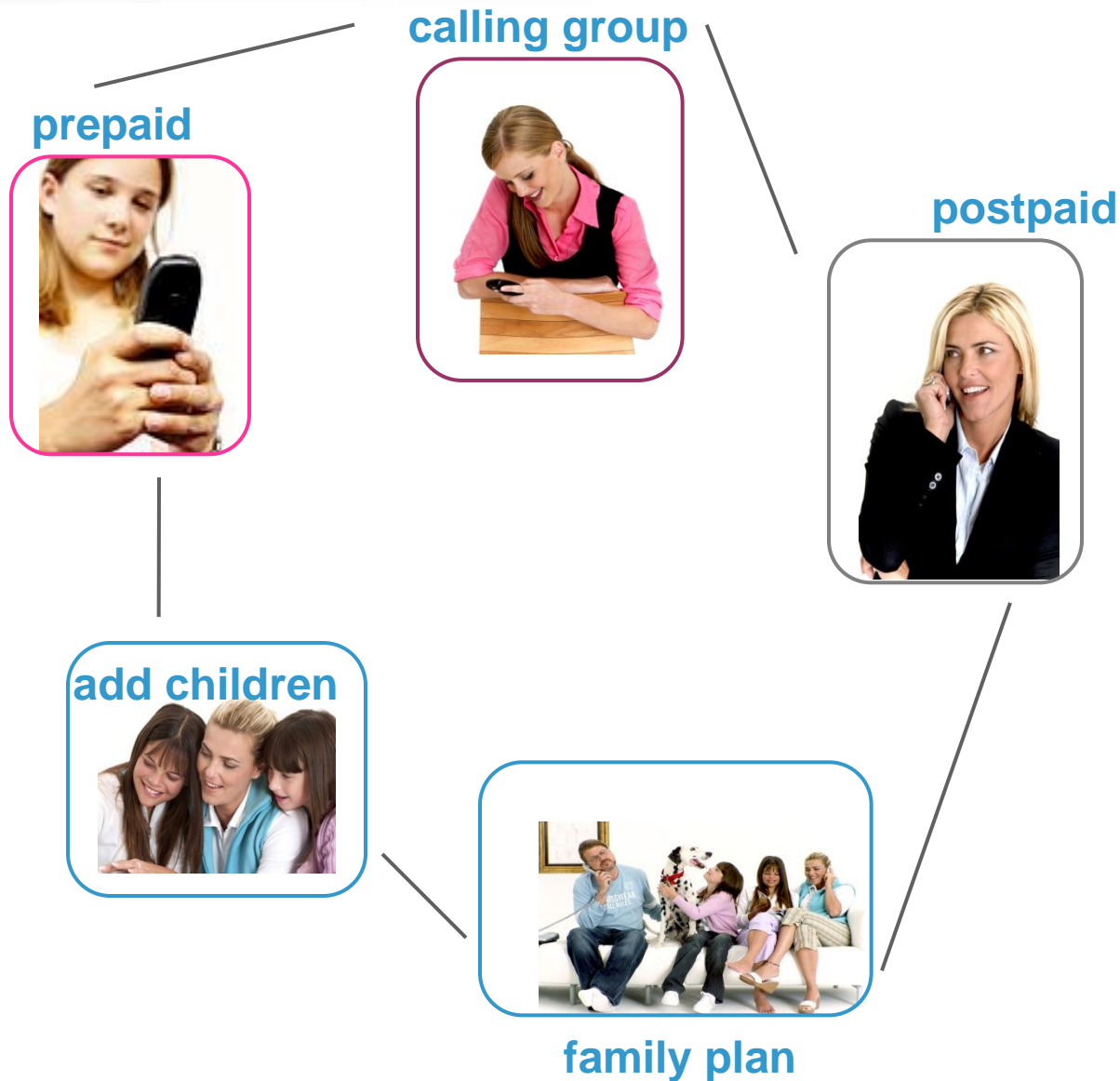
- Cash
- Voucher
- Check
- Credit card
- Electronic funds transfer (EFT)



What Is So Special About Comverse ONE?



Subscriber's Life Cycle



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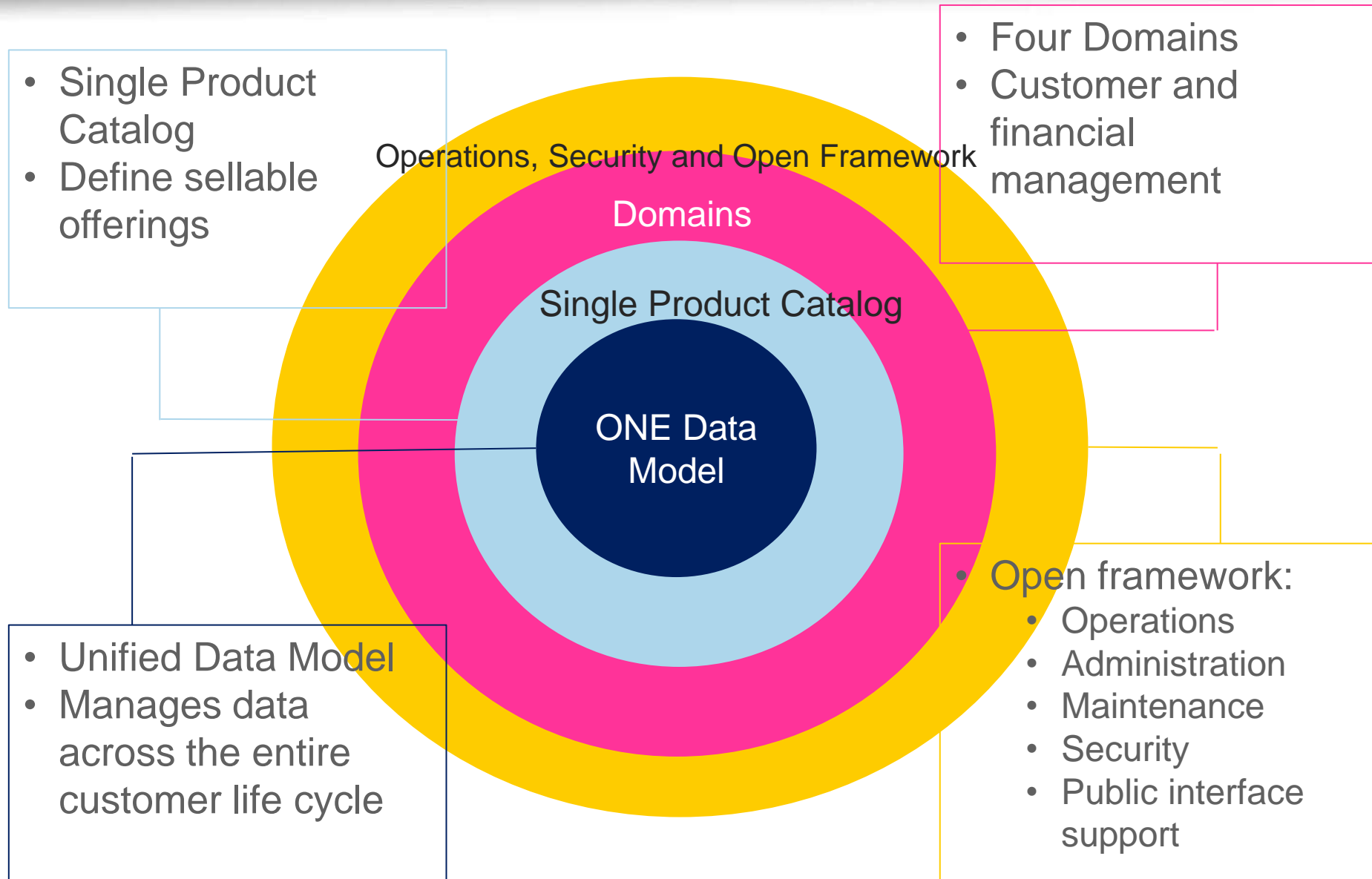
Data Model and Product Catalog

Comverse ONE Domains

Operations and Open Framework

The Benefits of Comverse ONE

The Structure of Comverse ONE



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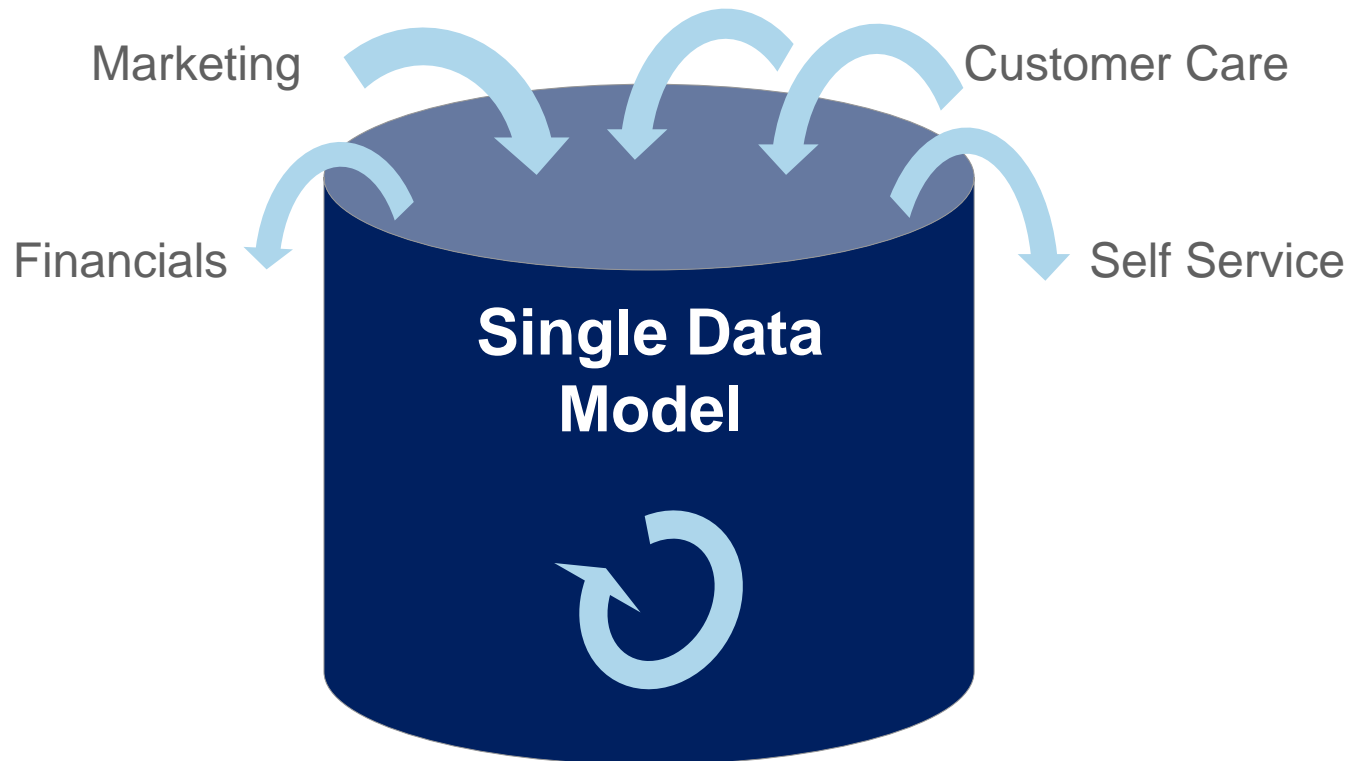
Data Model and Product Catalog

Comverse ONE Domains

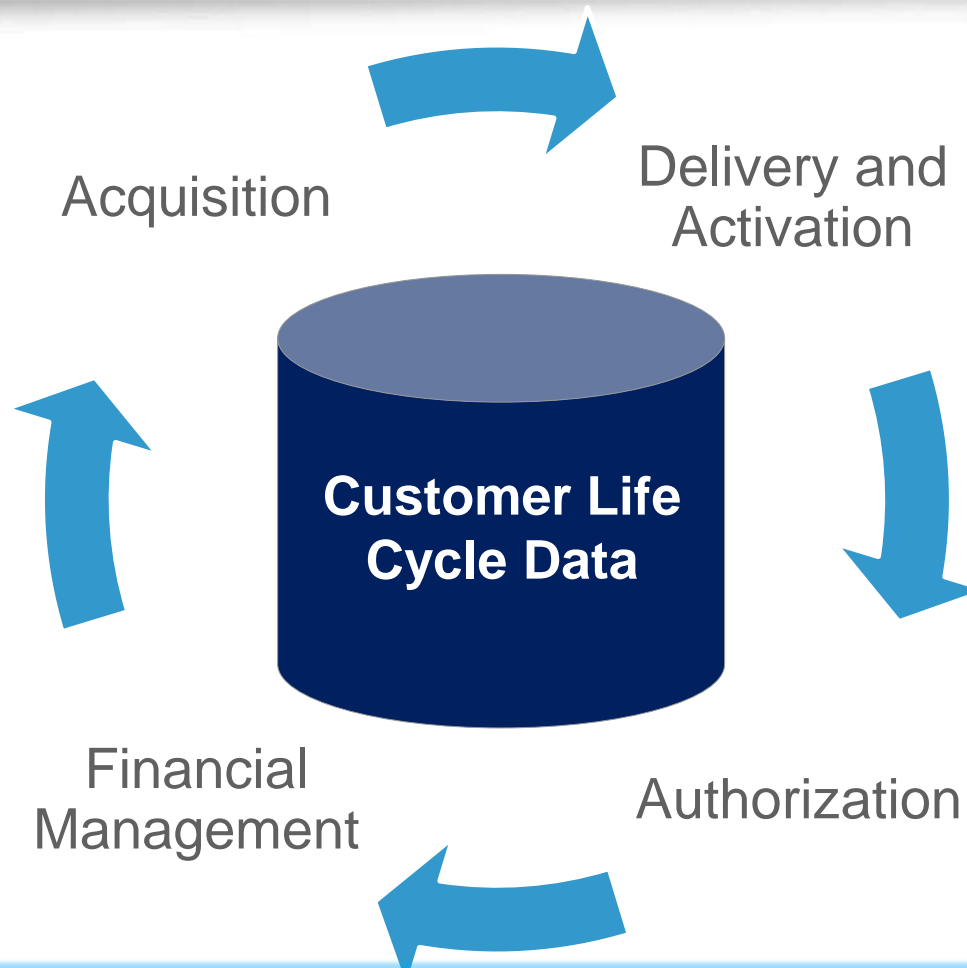
Operations and Open Framework

The Benefits of Comverse ONE

Unified Account and Subscriber Data Model (1)



Unified Account and Subscriber Data Model (2)



The modeling of account and subscriber hierarchies is the same for prepaid, postpaid or hybrid subscribers

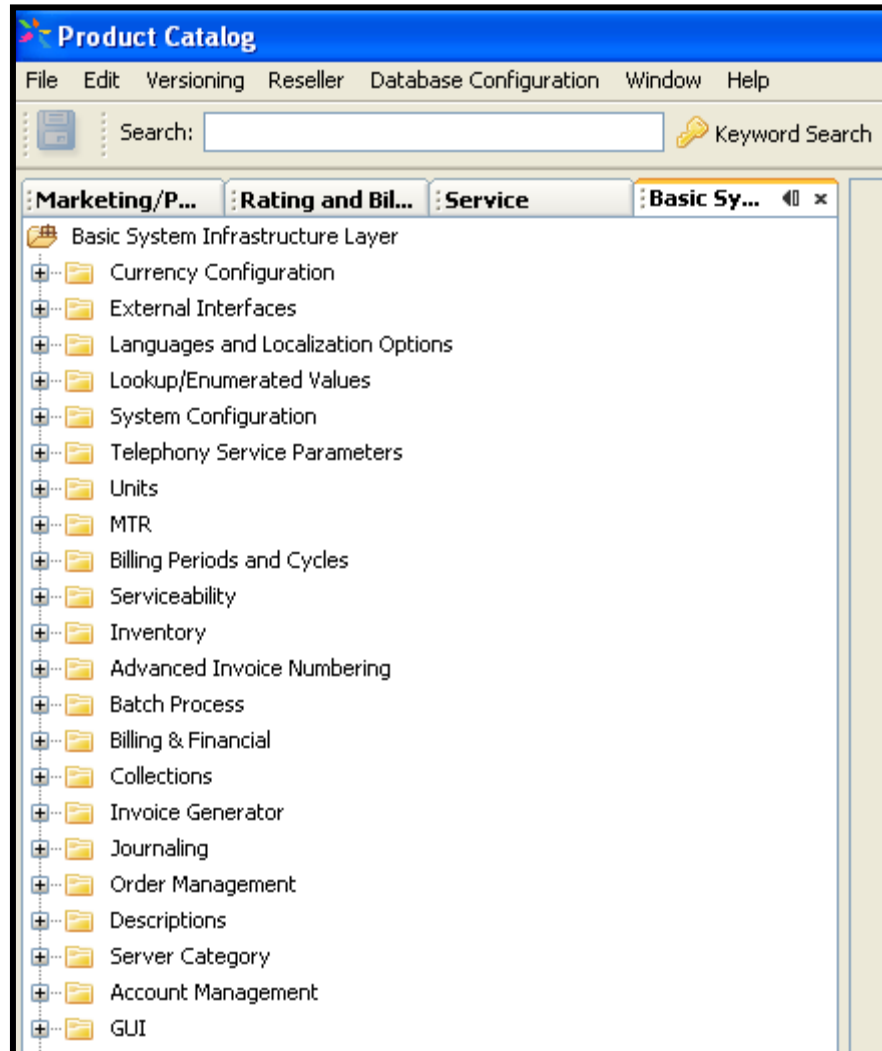
Comverse ONE Product Catalog



Offer X

Payment Type	Postpaid
Voice Calls	<u>Peak</u> : \$0.10/min <u>Off-Peak</u> : \$0.05/min
SMS	\$0.02
Daily Fee	\$1.00/day

Product Catalog GUI



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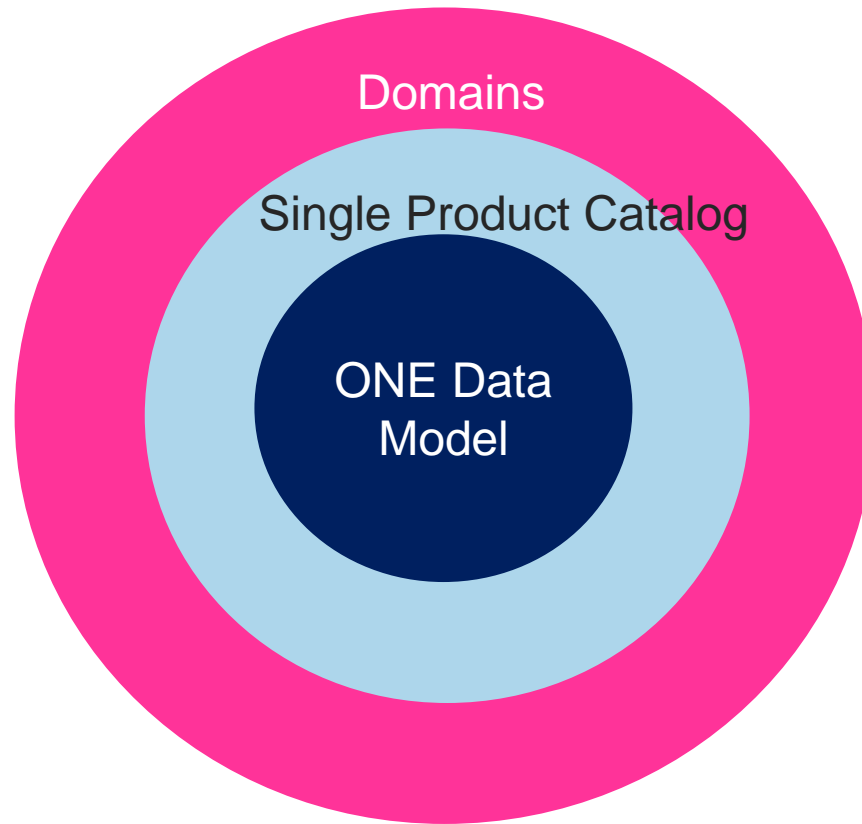
Data Model and Product Catalog

Comverse ONE Domains

Operations and Open Framework

The Benefits of Comverse ONE

Where We Are



Functional Domains

Active Customer Management

Rating,
Charging, and
Promotions



The diagram illustrates the functional domains of Active Customer Management. At the top is a large blue rectangle labeled 'Active Customer Management'. Below it are four colored rectangles: an orange one on the left for 'Rating, Charging, and Promotions', a green one on the right for 'Billing and Financials', and a pink one at the bottom right for 'Mediation and Settlements'. In the center, between the orange and green rectangles, is a light blue rectangle containing a cylinder icon labeled 'Single Data Model' and a light blue rectangle below it labeled 'Product Catalog'.

Single
Data
Model

Billing and
Financials

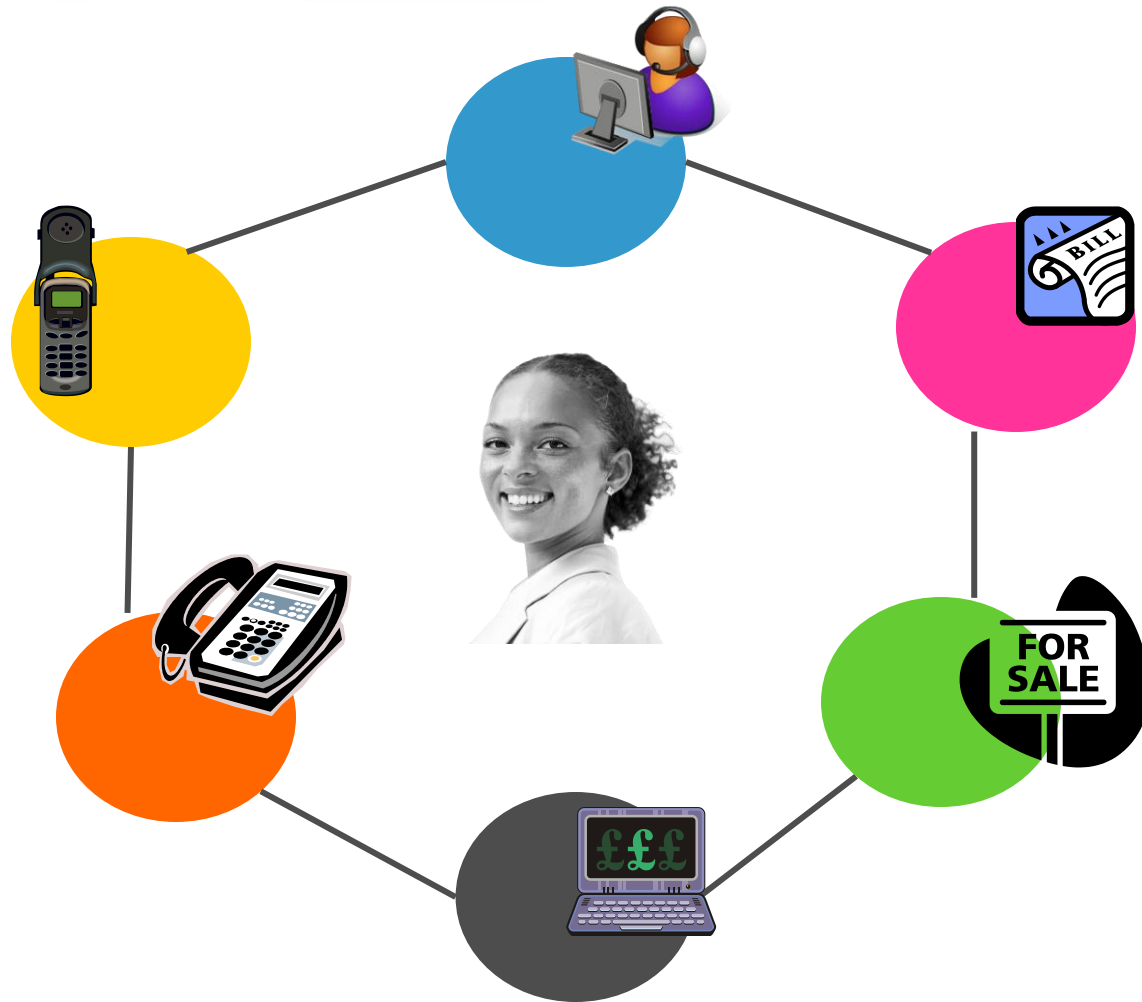
Product Catalog

Mediation and
Settlements

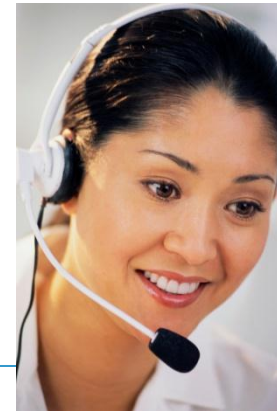
Active Customer Management Domain



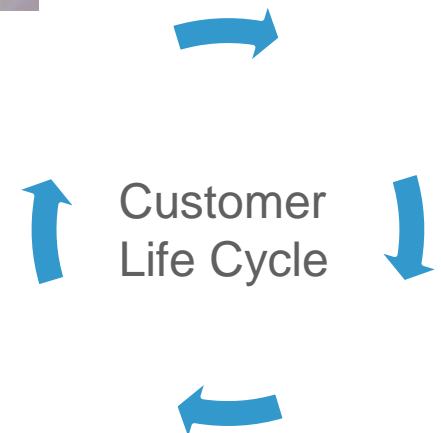
Many Touchpoints for the Subscriber



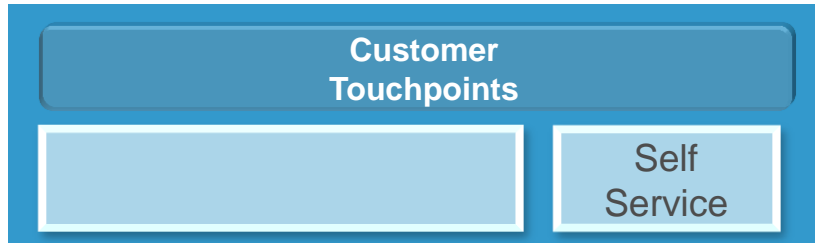
Customer and Order Management Subdomain



- Complete customer life-cycle management
- Order fulfillment and delivery process
- Offer selection according to the Product Catalog
- Inventory and reservations management
- Tracking and follow up customer \leftrightarrow provider
- Trouble ticketing



Self-Service Subdomain



Types of Self Service:

- Consumer – for residential/private consumers
- Enterprise – for corporate customers
- Channel – for the dealers or retail outlets



Rating, Charging and Promotions Domain

Active Customer Management

Rating,
Charging, and
Promotions

Single
Data
Model

Product Catalog

Billing and
Financials

Mediation and
Settlements

Rating, Charging, and Promotions Domain

Rating, Charging, and Promotions

- Unified Rating Engine for both online and offline processing
- Balance management for monetary units (money) and nonmonetary units (minutes, SMS events)
- Charge redirection models
- Real-time promotions
- Recharges
- Notifications

Billing and Financials Domain

Active Customer Management

Rating,
Charging, and
Promotions

The diagram illustrates the Billing and Financials Domain architecture. At the top is a large light blue box labeled 'Active Customer Management'. Below it are four colored boxes: an orange box on the left for 'Rating, Charging, and Promotions'; a central stack consisting of a light blue box containing a cylinder icon labeled 'Single Data Model' and a darker blue box labeled 'Product Catalog'; a green box on the right for 'Billing and Financials'; and a pink box at the bottom right for 'Mediation and Settlements'.

Single
Data
Model

Product Catalog

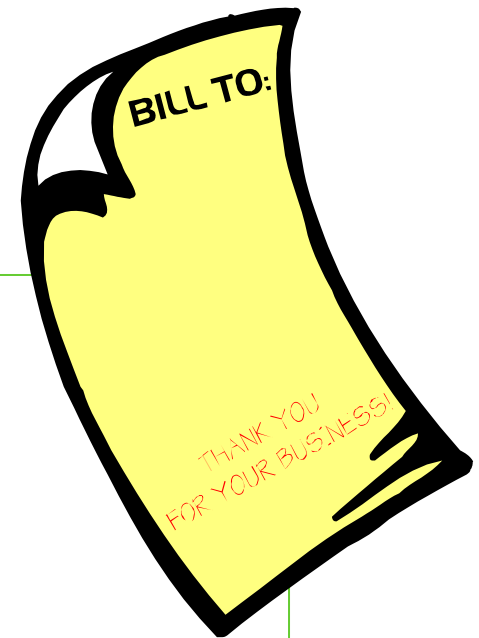
Billing and
Financials

Mediation and
Settlements

Billing and Financials Domain

Billing and Financials

- Cycle-time discounts
- Taxation
- Invoice creation
- Payment processing
- Collection management
- Journaling of all financial transactions



Mediation and Settlements Domain

Active Customer Management

Rating,
Charging and
Promotions

Single
Data
Model

Billing and
Financials

Product Catalog

**Mediation and
Settlements**

Mediation and Settlements Domain

Mediation and Settlements

- Mediation – collects data and creates an aggregated “billable” event that can be rated and billed by the system
- Roaming – processing for all nonreal-time based transactions
- Revenue Settlement – allows the operator to manage revenue sharing, financial settlements, and partner relationship

Product Offers and Functional Domains



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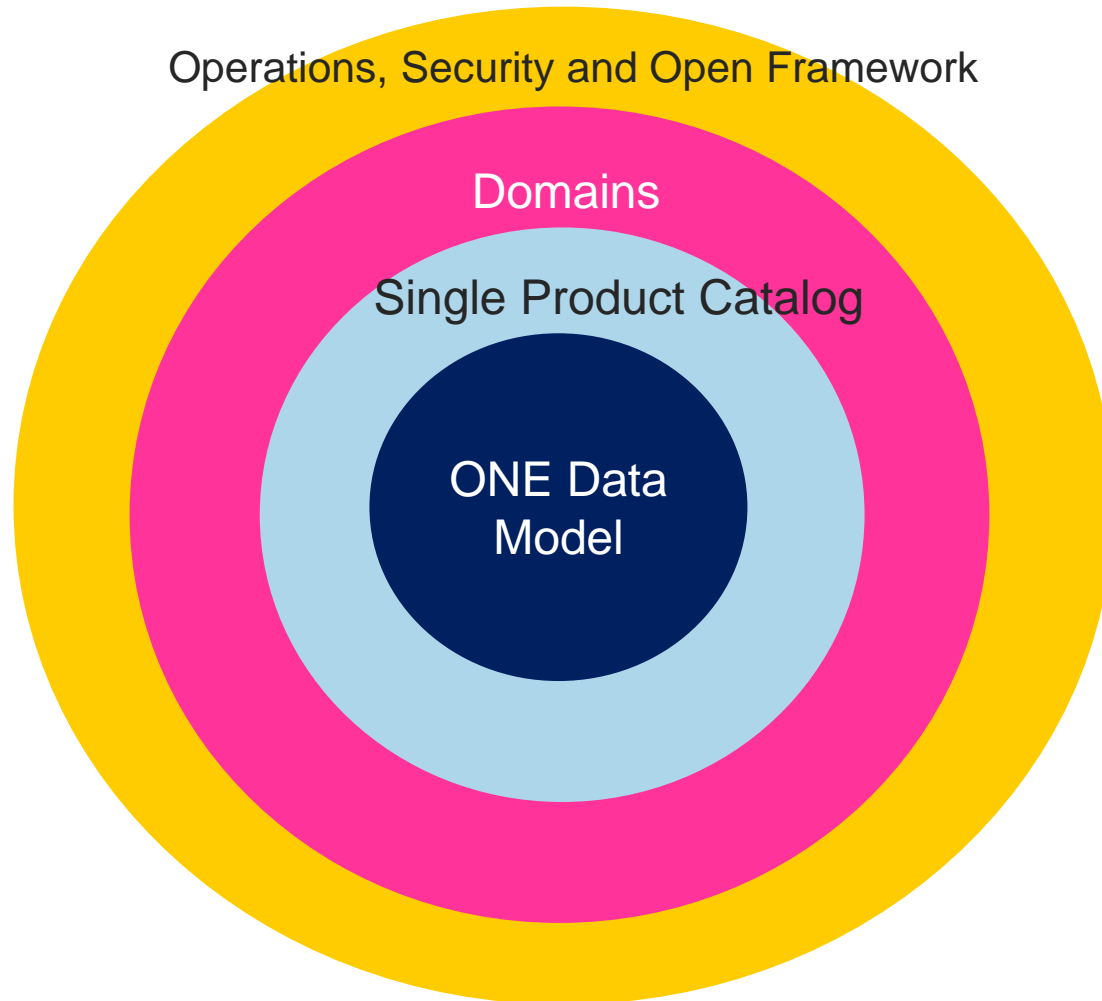
Data Model and Product Catalog

Comverse ONE Domains

Operations and Open Framework

The Benefits of Comverse ONE

Where We Are



Comverse ONE Operations and Open Framework

Open Framework

Operations

Active Customer Management

- Easy integration with third-party applications
- Open APIs
- Uniform interfaces for alarm notifications, tracking user activity
- Security framework can be leveraged across the system

Product Catalog

Solutions

Agenda

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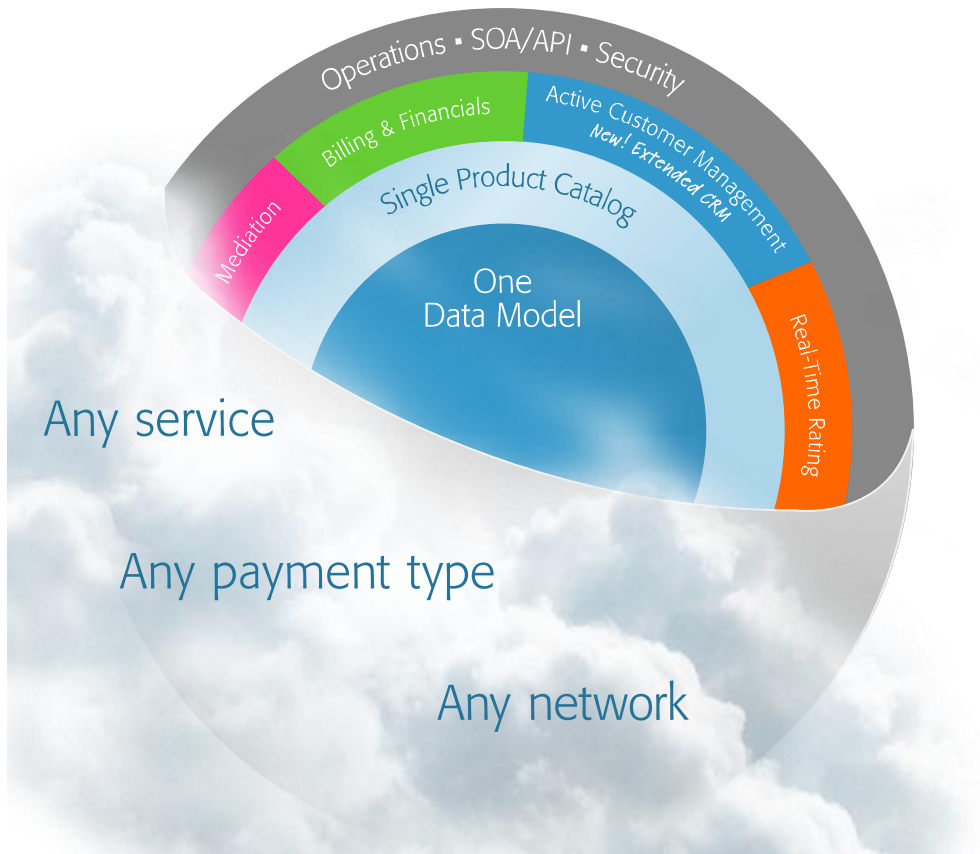
Data Model and Product Catalog

Comverse ONE Domains

Operations and Open Framework

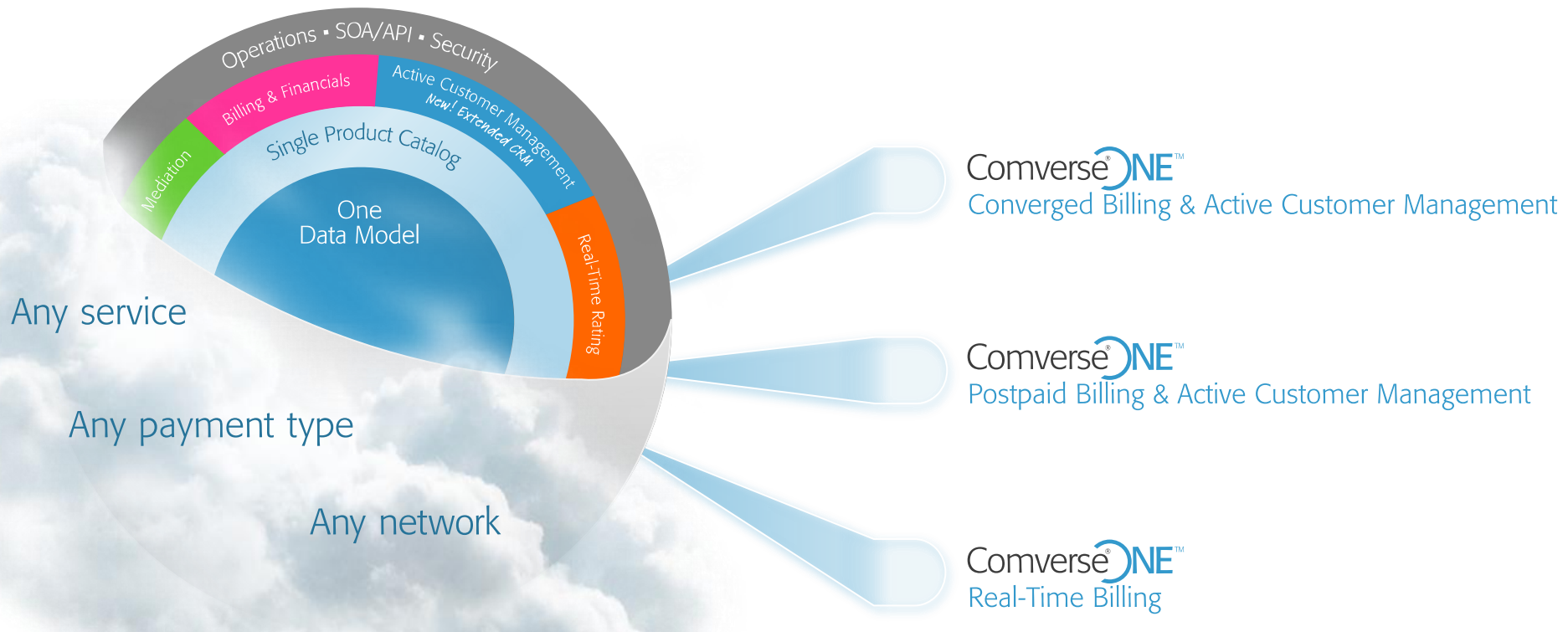
The Benefits of Comverse ONE

Innovative Architecture and Full Convergence



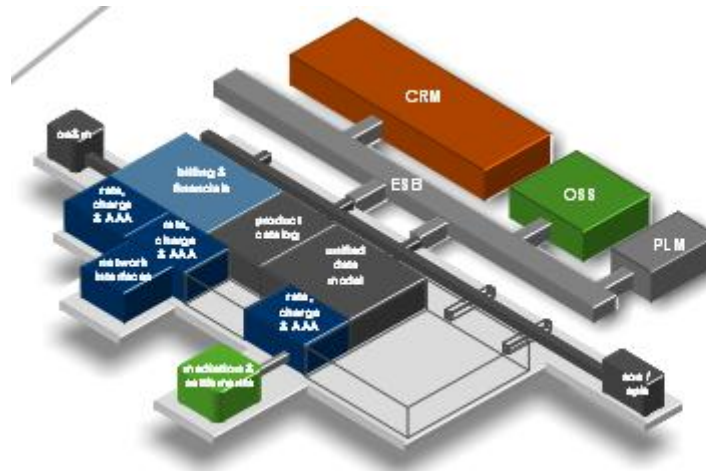
- One Data Model
- Single Product Catalog
- Open Framework
- One Operations and Security Approach
- Full Convergence

Offering and Deployment Flexibility

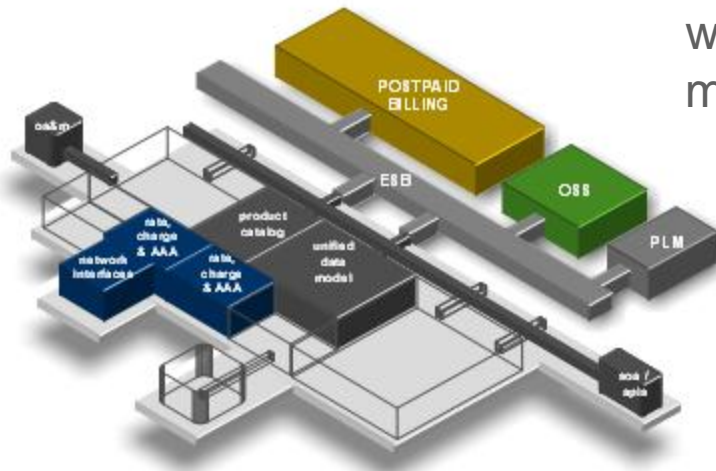


A continuum of product-based solutions to meet unique service provider needs – any deployment model can also be evolved over time

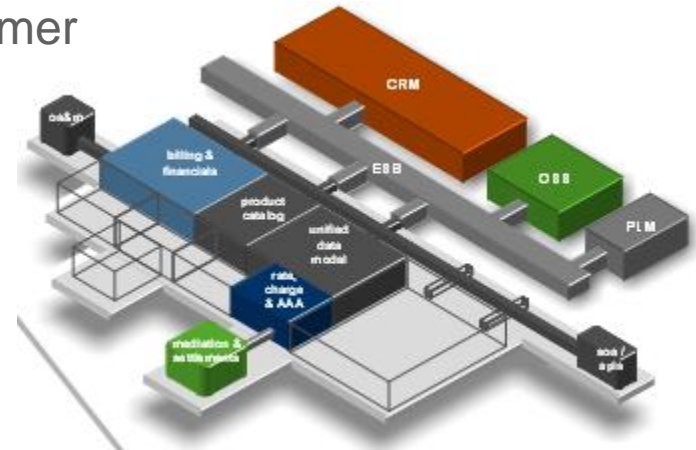
ONE Technology – Multiple Deployments



Converged deployment
with external customer
management



Prepaid deployment



Postpaid deployment

Summary

This lesson has covered:

- Comverse real-time, postpaid and converged billing solutions
- The Unified Data Model and Product Catalog
- The system's domains and their functionality
- Comverse ONE benefits

Thank
You!



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