



Comverse[®] ONE[™]
Billing & Active Customer Management

Comverse ONE Product Catalog

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



Product Catalog

What is it?

Central point of Product configuration for Rating, Billing & Active Customer Management

- Unified single model converging the rating and billing environments
- Multiple configuration tools merged into one unique Product Catalog Application

Main benefits of the unified single model

Marketing and Product Flexibility

- Complete convergence of offerings, across all lines of business and payment models
- Branding / VNO support
- Segmentation keys and product rules used for market offer profiling and differential pricing
- Supports seamless transition to converged market offers from prepaid or postpaid

Improved efficiency and cost-effectiveness

- 'Building Block' concept: billing & rating objects are easily re-used to define marketing offers & bundles
- Re-use maintains coherency, improves accuracy and reduces risk of revenue leakage

Main benefits of the Product Catalog Application & Architecture

Ease of use

- Marketing-driven user interface for quick and coherent product and rule definitions

Lower operational costs and improved quality

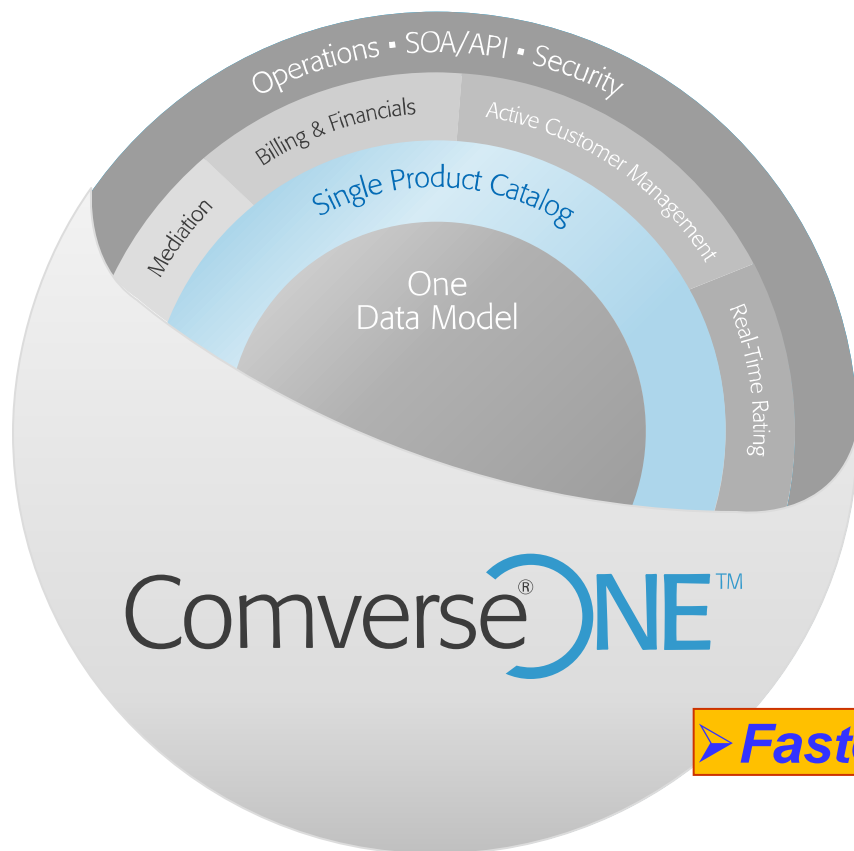
- Single "point of truth" – configuration in Product Catalog applies across Comverse ONE
- Full lifecycle management that seamlessly integrates with test and production environments
- Supports multiple concurrent users (Roles & Scopes managed via Security Server)

Single Unified Interface

A Single Interface for the design and creation of service provider's offers

Create plans, promotions, bundles, packages, discount and bonus based offers, and loyalty generating programs

Supports, and allows the mix of, all types of payments, lines of business and end users



- Eliminates duplication of efforts. Quick and accurate creation and management of offer components
- Marketing-offer personalization & segmentation through a holistic view of data
- Reduced Time to Market: Faster turn-around time from product conception to market availability
- Logical configuration layers aimed at different user groups

➤ ***Faster Time-to-Market with Flexible Products***

Product Catalog – Main Capabilities

Upgrade Enabler

- Enables upgrade from existing RTB, FX, and CCBS installations
- Leverage value proposition of Standalone RTB and FX deployments

Single tool For Configuration. All Deployment Modes

- Easy to use – marketing oriented GUI
- Unified single model mapping to both rating and billing environments
- Deployment mode sensitive – Converged, Prepaid, Postpaid

Main Capabilities

Reduce Time to Market

- Layered Model and Building Block concept: Lower level billing & rating objects are re-used to define higher-level marketing offers & bundles
- Prepaid and Postpaid products co-exist, can be mixed and bundled together

Marketing Flexibility

- Branding / VNO support
- Global vs. Regional Offer support
- Product rules and segmentation keys facilitate offer profiling

Product Life Cycle Management

- Product life cycle managed configurable (via work point) version life cycle
- Better delimitation of production and non-production environments with controlled propagation of versions

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



Product Catalog Configuration Layers

Basic System Infrastructure

Configuration of basic system data such as units and currencies

Service

Defining usage activities and service-related details such as notifications & access #

Rating & Billing

Setting up rates, balances, accumulators and promotions

Marketing / Packaging

Configuring customer-facing market offers

Dealer / Reseller

Configuration of dealers and resellers



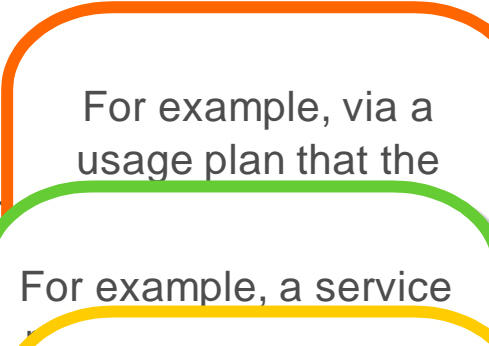
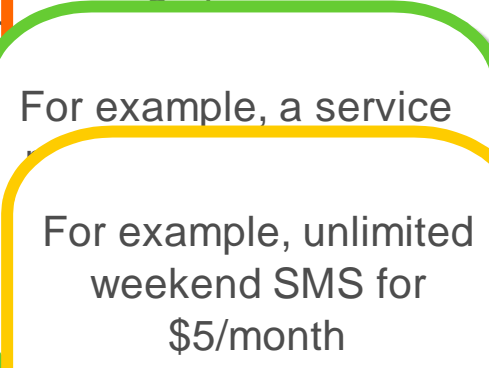
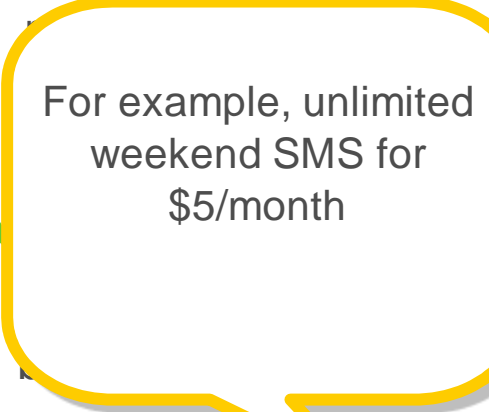
Service Layer

Primarily contains reseller-specific service provisioning information

- Some global (service-versioned) information is included in this layer for ease of use
 - For example:
 - Initial Activity Usage Types (AUTs) – global info
 - Final AUTs - reseller-specific info (managed together with global info)
- Hides complexities of Basic Infrastructure and Service data

Rating & Billing Layer

The Main, Reseller-Specific, Building Blocks from which Marketing Offers are Composed

- **Usage Plans:** Group together usage items that associate usage activity to tariff plans.
 For example, via a usage plan that the
- **Service Plans:** Contain service provisioning information.
 For example, a service
- **Promotion Plans:** Define awards and discounts to be applied over a period of time, depending on thresholds applied to accumulators.
 For example, unlimited weekend SMS for \$5/month
- **Tariff Plans:** Define charging conditions. Supplementary services may be offered to subscribers. Depending on their composition, these may impact provisioning aspects of the subscriber (for example, account activation, service provisioning) or may simply impact usage rating.
- **Account Offers:** Apply to accounts, typically associating a specific tariff plan with accumulator definitions.

Marketing Layer: Design Entities (Alternative)

Grouping by functional & operational domains for better visibility and management

Bundles

Account Bundle, Subscriber Bundle, Bundle Display Group

Offers

Account Offer, Primary Offer, Supplementary Offer; offer display group

Rules

Geographical Availability, Subscriber/Account Prerequisite rules, Bundle/Offer Prerequisite rules, Transition rules, Exclusion rules.

Templates

Subscriber Compatibility, Account Compatibility, Plan Override, Liability Redirection

Terms

Recurring charge, non-recurring charge, contract. Grouping: Product Groups and Product Lines

Recharge Control Table

Configuration of recharge based offers

Dealer & Resellers Layer



Reseller Definition:

- Defining a new reseller is the equivalent to creating a new brand or VNO.
- Once defined, information relevant to this reseller can be created in other layers and versions of the dealer & reseller layer
- Information can be circulated to the Online Catalog

Dealer Definition:

- Defining a new dealer is equivalent to creating a new distribution channel for a reseller
- Dealer groups allow products to be associated with specific dealers. Used together with the region concept mentioned earlier, dealer and dealer groups allow flexible support of various product distribution scenarios

Resellers & Dealers

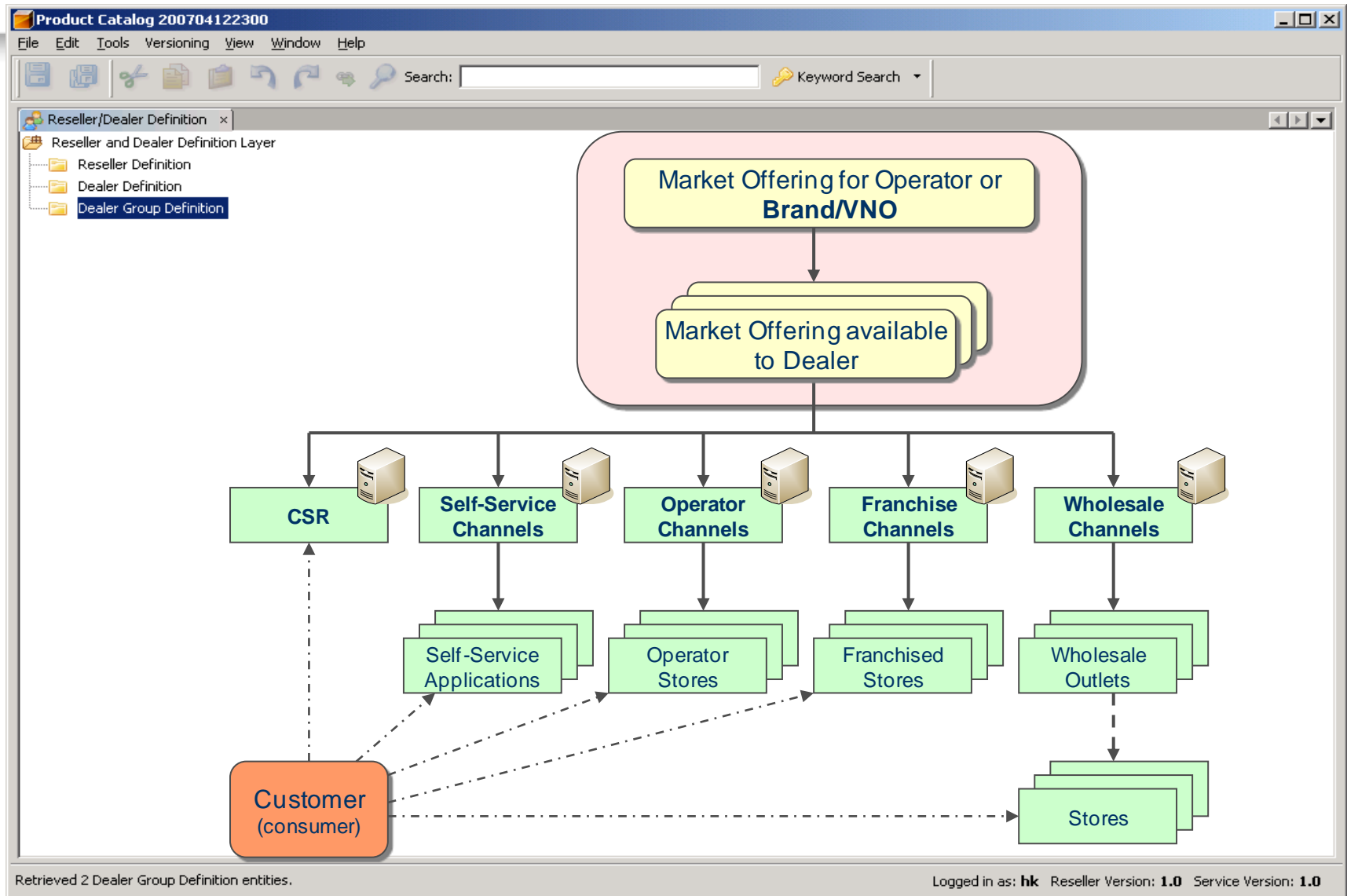
Define Multiple Reseller-Specific Market Offers and Circulate Reseller Versions Independently

- **Branding and Virtual Network Operators (VNO):** Each brand or VNO corresponds to a different reseller
 - User access can be limited to one or more reseller data sets (versions)
 - Resellers can manage their data sets (versions) remotely
 - Multiple dealer/dealer groups can be defined per reseller
 - Data shared across all resellers is defined in service version
- **Security and Scope Configuration:** Product Catalog user access can be limited to one or more resellers
- **Regional Product Variations for Geographically-Dispersed Operators:** Resellers can be associated with regions Separate data sets (versions) for each reseller/brand can be defined

Segmentation and Virtualization of Operations

- Several system-wide attributes have been introduced to support data segmentation and virtualized operations
 - **VNO / Reseller**
 - Multiple resellers can be defined
 - Resellers could real resellers or operational units of the same telecom operator
 - Resellers can have their own configuration sets and versions
 - **Region (Business Domain)**
 - Data segmentation key for reference data (products) as well as dynamic data access/update
 - Can be associated to Resellers and Dealers
 - **Dealers / Dealer Groups**
 - Dealers entity can be used to represent large or small dealer organisations with multiple distribution points
 - Dealers can be associated to Dealer Groups
 - Access control rules can be associated to dealer groups
 - Reseller – Dealer association is also supported
 - **Account Segment**
 - Existing parameter (carried over from Kenan FX) to control and restrict access of dynamic data by CSRs
 - **Security Server**
 - Environment through which associations and permissions are defined

Segmentation based on Reseller/Branding/VNO



- Resellers can have their own versioned configuration sets
- In addition, Offers and bundles can be restricted by regions and dealers

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



Easy-To-Use, Intuitive, User Interface

Industry-standard keyboard, mouse and visual interfacing

The screenshot displays the 'Product Catalog' application window. On the left, a tree view shows the hierarchy: Marketing/Packaging Layer > Bundles > Offers > Primary Offer > Test PO 1. The 'Test PO 1' entity is selected. On the right, a graphic map shows the 'Test PO 1 [Primary Offer]' entity connected to 'Rules', 'Terms', 'Balances', and 'Plans'. The 'Plans' entity is highlighted with a blue bar. An orange callout box points to the 'Test PO 1' entity in the graphic map, stating: 'Building blocks' from here. Another orange callout box points to the 'Plans' entity, stating: 'User can navigate using tree view, or by selecting entities in the graphic map'. A third orange callout box points to the 'Plans' entity, stating: 'Right-click on entities for action menu ... are associated b dragging & dropping here...'. The 'Test PO 1' entity details are: Payment Mode: Prepaid, Line of Business: Mobile, Currency: Euro, Keywords: this, that, other.

Product Catalog

File Edit Tools Versioning View Window Help

Search: Keyword Search

Marketing/Pac... x Rating and Billing D... Service

Marketing/Packaging Layer

Bundles

Offers

Account Offer

Primary Offer

Test PO 1

Supplementary Offer

A La Carte Offer

Rules

Templates

Subscriber Up Sell - Compatibility Template

Compatibility Template 1

Account Up Sell - Compatibility Template

Plan Override Template

Liability Re-direction Template

Terms

RC Term

RC Term 1

NRC Term

NRC Term 1

Contract Term

Recharge Control (Non-Versioned)

Test PO 1 [Primary Offer]

Payment Mode: Prepaid

Line of Business: Mobile

Currency: Euro

Keywords: this, that, other

Rules

Terms

Balances

Plans

Building blocks' from here

User can navigate using tree view, or by selecting entities in the graphic map

Right-click on entities for action menu ... are associated b dragging & dropping here...

General Product Catalog GUI

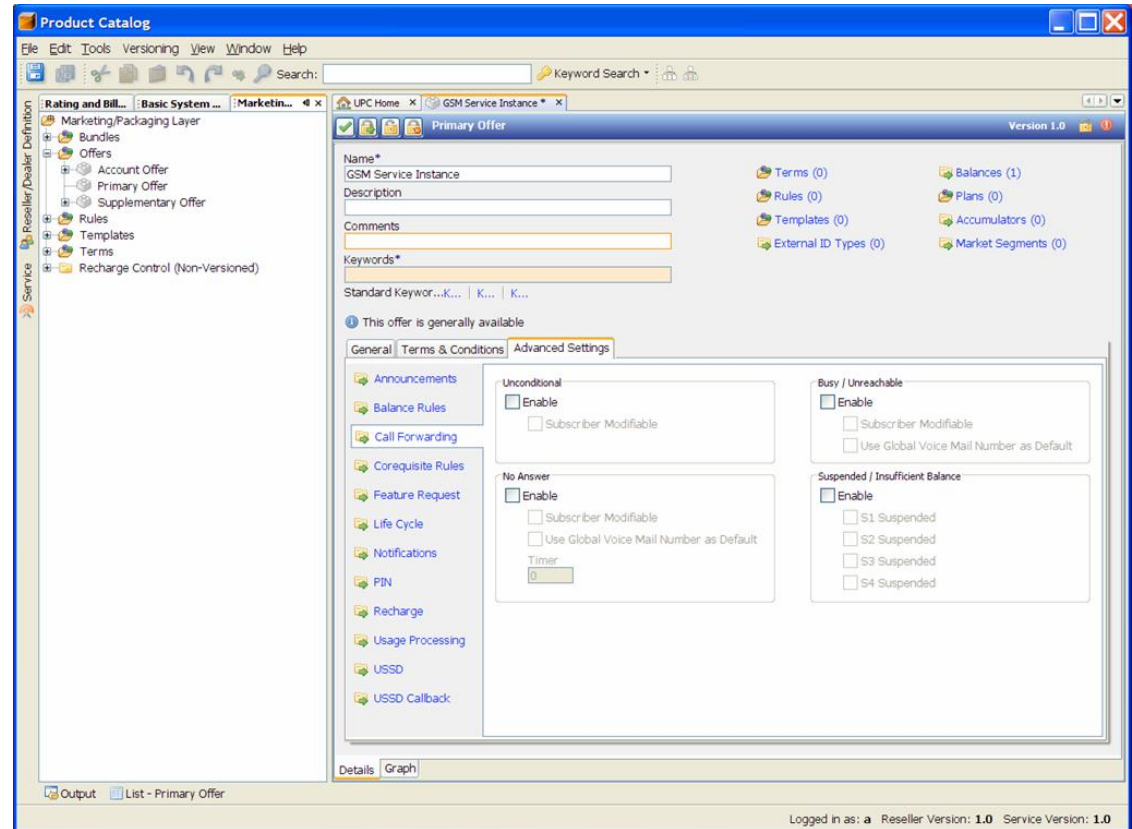
Standard visual interface patterns

Easy to Learn for any user familiar with typical business applications

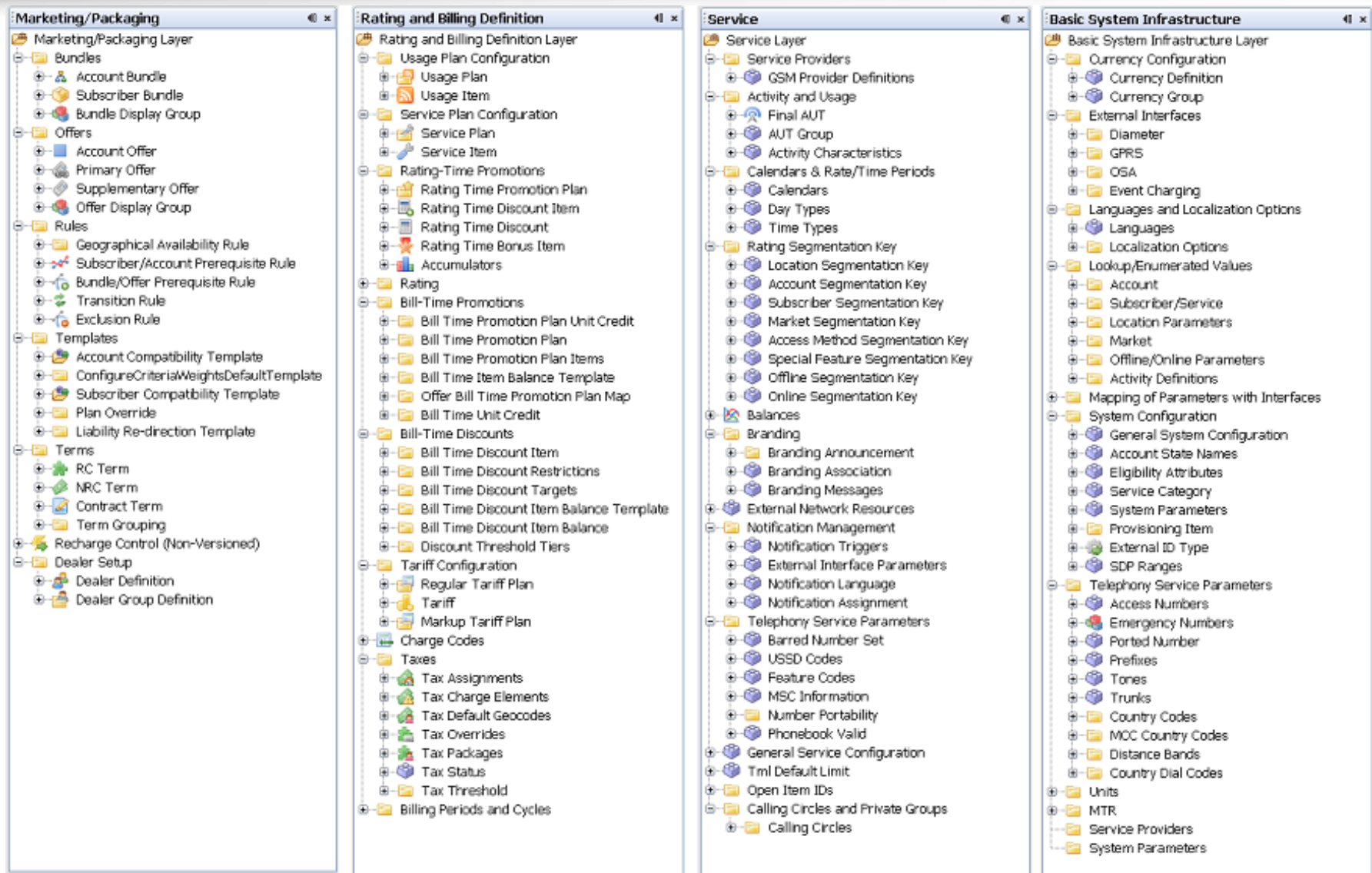
Navigation within layers

Menu and toolbars

A dynamic workspace



Layers in the Product Catalog GUI



Product Catalog – Marketing/Packaging Layer

The screenshot displays the 'Product Catalog' application window. The left sidebar shows a tree view of the 'Marketing/Packaging Layer' with categories like Bundles, Offers, Rules, and Templates. The main area is titled 'New Offer *' and shows a 'Primary Offer' configuration. A central yellow box contains the offer details: Payment Mode: 0, Effective Date: Thu Jun 19 00:00:00 SGT 2008, Service Category, Class of Service, and Currency Code. This central box is connected by arrows to several surrounding boxes: External ID Types, Terms, Accumulators, Offer Groups, Balances, Rules, Plans, and Templates. The bottom of the window shows 'Details' and 'Graph' tabs, and a status bar at the very bottom indicates the user is logged in as 'autologin' and provides version information for the Reseller and Service.

Product Catalog

File Edit Versioning Reseller Database Configuration Window Help

Search: Keyword Search

Marketing/Packaging Layer

- Bundles
 - Account Bundle
 - Subscriber Bundle
 - Bundle Display Group
- Offers
 - Account Offer
 - Primary Offer
 - Supplementary Offer
 - Offer Display Group
- Rules
- Templates
- Terms
- Recharge Control (Non-Versioned)
- Dealer Setup

New Offer *
Primary Offer
Version 1.0

External ID Types

Terms

Accumulators

Offer Groups

Payment Mode: 0
Effective Date: Thu Jun 19 00:00:00 SGT 2008
Service Category:
Class of Service:
Currency Code:

Balances

Rules

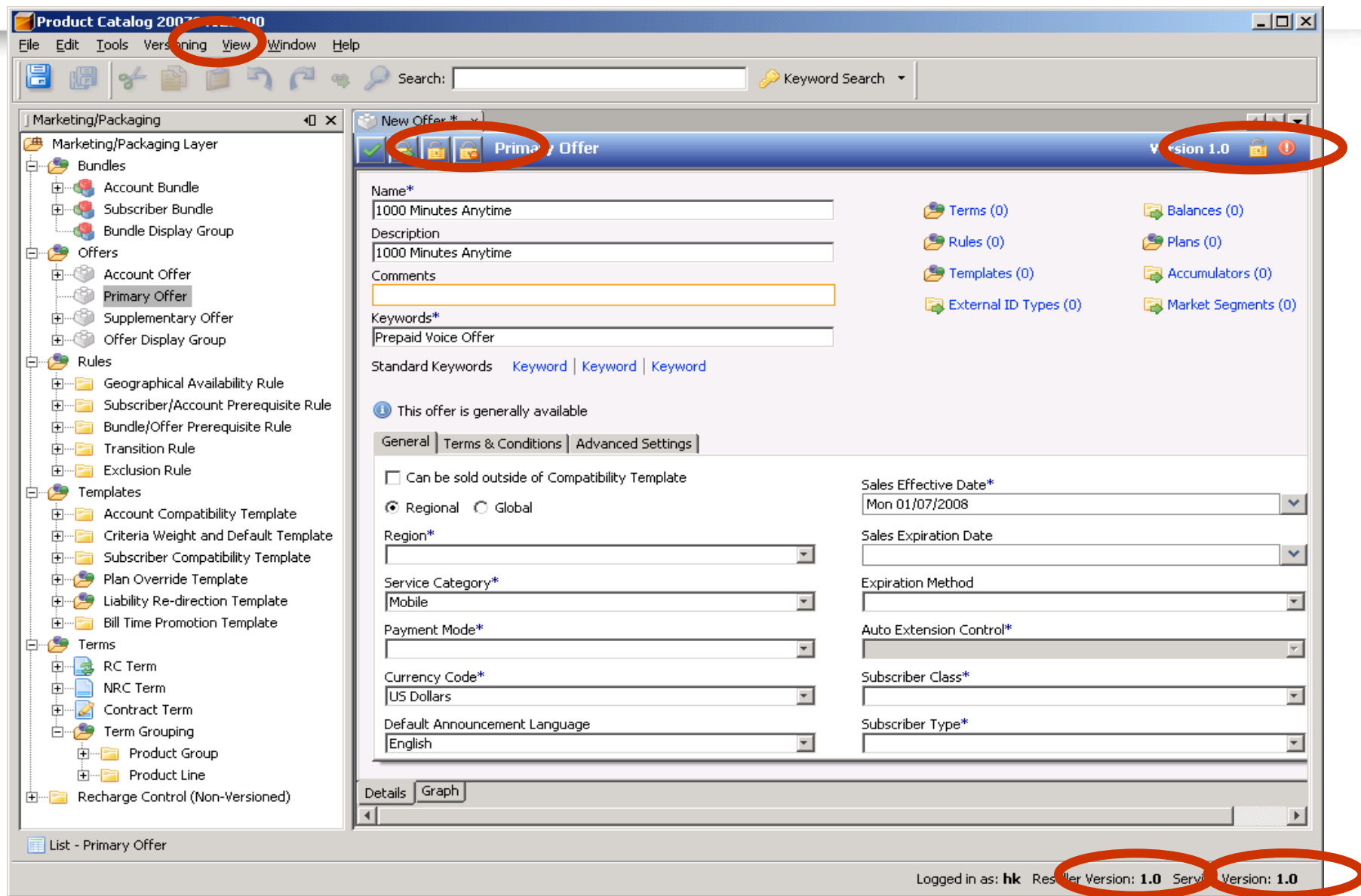
Plans

Templates

Details Graph

Logged in as: autologin Reseller Version: Global Reseller 1.0 Service Version: 1.0

Screens and Version Management



Summary – Product Catalog Layers View

Reseller & Dealer Definition Layer



Reseller



Dealer



Dealer Group

Marketing / Packaging Layer



Rule



Offer



Template



Recharge
Control

Rating & Billing Definition Layer

Plan Definition

Item
Definition

Tariff
Definition



Services Layer

Activity & usage
definitions

Segmentation
key definitions

Calendar & time
type definitions

Announcement
& notification
definitions

Markup rating
value definition

Barred numbers,
access numbers
etc...

Extended
network resource
definitions

General service
configuration

Basic System Infrastructure Layer

Unit types and
unit conversion
definitions

Segmentation
key attribute
configuration

Languages &
localization
options

Provisioning item
definitions

Emergency
Numbers,
Prefixes etc...

Ext. interfaces,
ID type,
Parameter
mapping

General system
config

...

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



Architecture Components – Product Catalog

Off-Line Catalog

- The GUI provides an easy-to-use interface for managing data in the Offline Catalog.
- Can contain multiple versions per reseller

Service Versions

- Included in the Offline Catalog
- Holds operator-wide service definition and system configuration information that does not vary per reseller.

The API:

- The online Product Catalog API is part of the Converged Billing Suite's Single API.
- Uses information in the Online Catalog and primarily provides product selection and browsing services for CSM and self-service.

The GUI

- A Java-based graphical user interface
- Can be deployed locally or remotely via secure connection.
- Security services handle user authentication and drive role and scope authorizations

On-Line Catalog

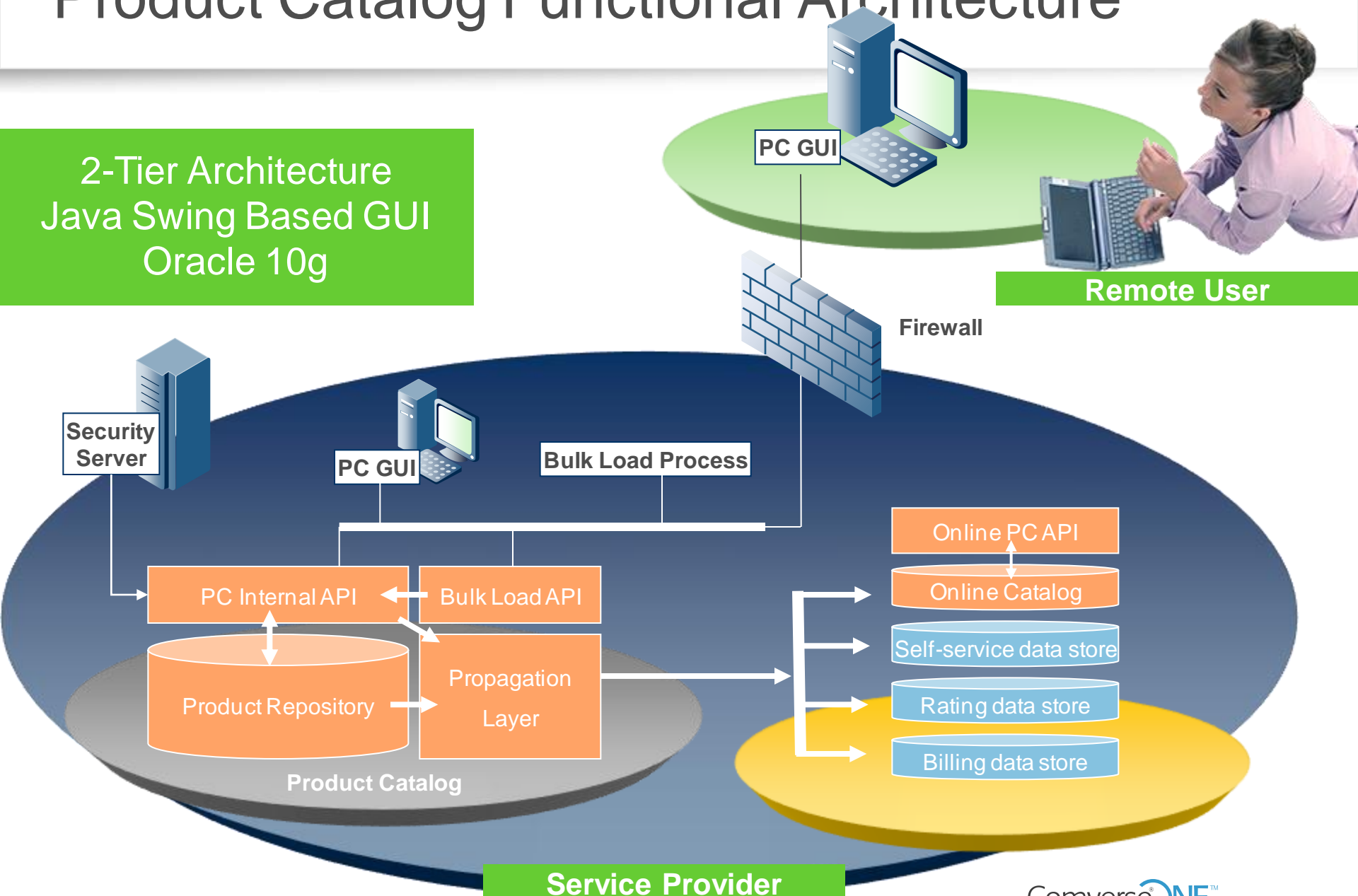
- Information from the Offline Catalog is propagated to an online catalog.
- Multiple propagation target Online Catalogs - to support distinct test and production environments

Live Versions

- The Online Catalog contains current live versions and may contain future-dated versions.
- Only one service version and one version per reseller can be live at any given time.

Product Catalog Functional Architecture

2-Tier Architecture
Java Swing Based GUI
Oracle 10g



Key Highlights

Manageability and APIs



- Basic APIs for retrieving marketing offers/bundles and loading basic rating/charging data
- Support for bulk changes to bundles & offers
- Keyword based search capability across all PC entities
- Multi-lingual support (Internationalization and Localization)

Security, Auditing, and Extensibility



- Separate roles/privileges for create, view, modify, and version state transition
- All operations that change data or version state are audited
- Existing tables can be extended and new tables can be created, data for which can be populated via PC GUI

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



New Product Roll-out

Why the Comverse ONE solution is efficient

Single Service Provisioning point

Single Catalog as source of product and service provisioning throughout the Comverse ONE solution

- One “source of truth” improves data coherency and reduces test & debugging effort
- A single application to use and centralized propagation reduce operational effort

Full product lifecycle management via versioning and propagation

- Good safeguards for ensuring production environment integrity and robustness
- Methodical approach to design, test and apply new products

Convergence & Flexibility

A unified data model that brings together rating and billing capabilities across multiple lines of business

- Innovative and complex market offerings and pricing models can be created by simply configuring in the Product Catalog, without any need for extension or customization

Layered Model and functional building-block approach

Layers correspond to functional domains; some Layers are rarely modified....

- Users are interested in differing domains and can be more efficient without “clutter” from other layers
- Basic Infrastructure Layer is typically only modified when adding new network-related features
- Service Layer changes generally apply when adding a new service into the solution

Graphical view and easy composition of entities

- The majority of product roll-outs concern promotions and discounts or repackaging of existing features and services into new products – i.e. Bundles, Offers, Plans & Terms
- Product Catalog Application makes definition of these products simple and efficient

Highly Developed Segmentation Capabilities

Lines of Businesses

- Definition of multiple lines of businesses
- Definition and management of separate VNOs including separate data sets.
- Cross-Product and Cross-Market Bundling of Offers

Multiple Brands

- Separate data sets for each Brand, with user access limit configuration
- Reseller specific market offers
- Support for regional variations

End-User Segmentation

- End User Segment Definition
- Market offer profiling based on segmentation key, advanced filtering & rules
- Prepaid and Postpaid products co-exist, can be mixed and bundled together

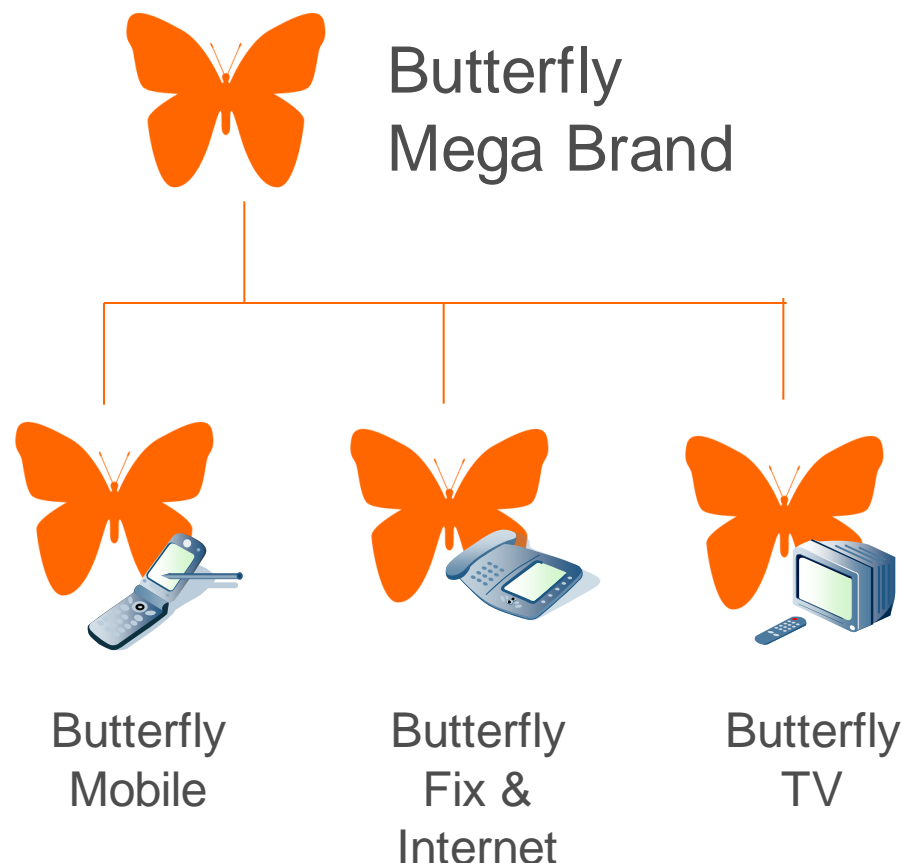
Support for Multiple
Lines of Businesses,
Brands, VNOs,
Resellers & Dealer

Support for Multiple Lines-of-Business

Definition of multiple lines of businesses

Definition and management of separate VNOs including separate data sets.

Cross-Product and Cross-Market Bundling of Offers



Customer Segmentation

Teens:

- Teen 1
- Teen 2
- Teen 9-12
- Teen 13-15



Family:

- Family 1
- Family 2
- Family (Group)
- Family (Max 4)
- Family (Max 7)



Youth:

- Youth 1

Consumer:

Migrate Customers from One Segment to Another According to Lifecycle Phase

- Student 1
- Student 2
- Student (University A)
- Student (University 2)

Multi-Cultural Groups

- By Religion
- By Ethnicity / Affiliation
- By Language



Business:

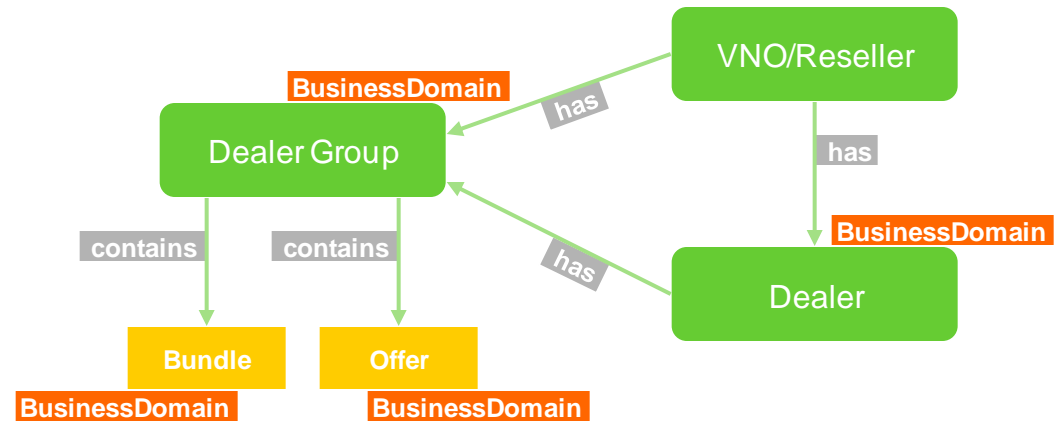
- Small
- Freelance
- Small (Max 5)
- Small (Max 10)
- Small (Max 15)
- Medium 1



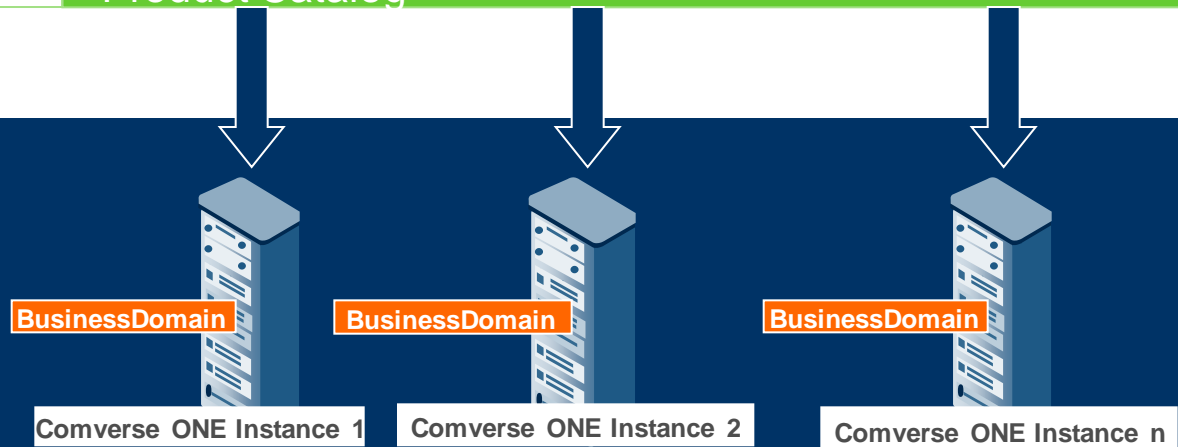
Product Segmentation and Market Distribution

Defined & Managed in Product Catalog:

Bundles & Offers,
Dealers & Dealer Groups
Can be targeted to one or more
Business Domains, OR
Flagged as **global**
(i.e. valid for all Business Domains)



*Only entities
with corresponding
Business Domains
are taken into consideration
by each Comverse ONE
instance*



Example

Segmentation with Business Domains (Regions)

Defined & Managed in Product Catalog:

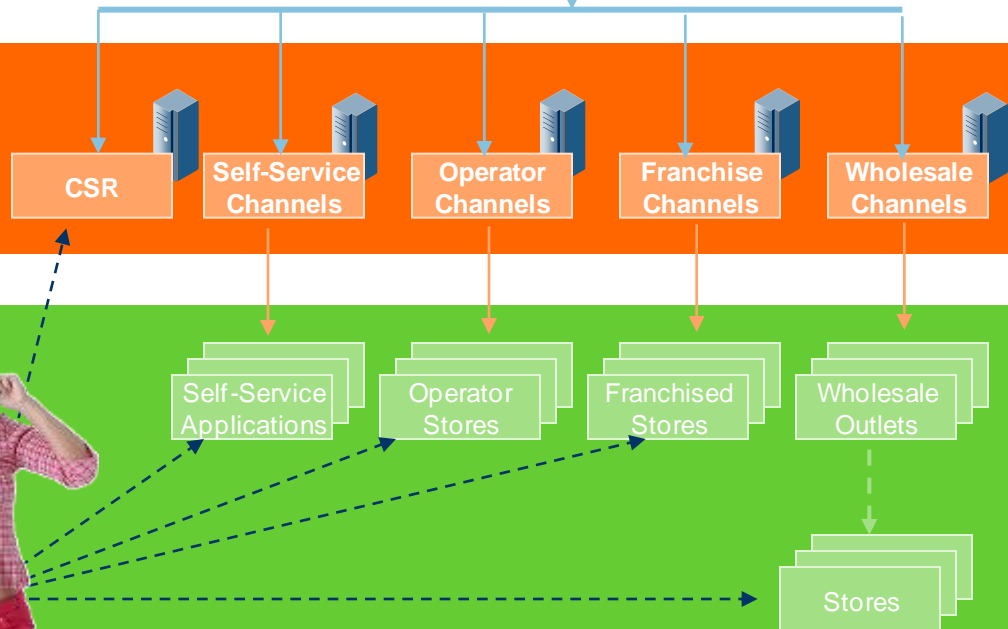
Product Definitions per brand
Assignment of products to Dealers
Propagation to online systems

Market Offering for Service Provider or Brand

Market Offering Available to Dealer

Product Catalog

Online systems drive various sales and distribution channels...



...that Bring Offers to the Market for Customers

Example

Copyright 2011 © Comverse. All rights reserved. Information contained herein is not a commitment, promise or legal obligation to provide any specific functionality. Specific pricing, technical specifications, and implementation schedule of any products, features, and functionality is subject to written agreement.

Comverse[®] ONE[™]
Billing & Active Customer Management

Creating Offers – Building Blocks

- **Bundles & Offers**

- Bundles and Offers are only sellable entities
- Offers are associated to Bundles

- **Plans & Items**

- Plans/Items define usage/non-usage services, rating/billing promotions
- Plans are associated to Offers

- **Terms & Balances**

- RC/NRC Charges and Contract duration; Real/Shadow balances & Credit Control
- Terms are associated to Offers and Bundles
- Balances are associated to Offers

- **Rules & Templates**

- Enables/Restricts which bundles/offers are available where and to whom
- Rules/Templates are associated to Offers and Bundles



Primary Offer

Name: **mBasic 500**

Payment Mode: Postpaid

Terms:

- RC: \$49.99/mo
- NRC: \$35
- Contract: 2 years
- NRC: Early Termination Fee \$250

Usage Plan: Voice Local/LD

- 500 minutes
- After Plan Peak \$0.45/min
- After Plan Off Peak \$.20/min
- Weekend, LD Free

Usage Plan: SMS/MMS

- \$.05/SMS, \$.20/MMS

Usage
\$1.99

Balance
- Co
MP

Ratio
4MB
2MB

Supplementary Offers

RC: \$4.99/mo Phone Protection

RC: \$1.99/mo Detailed Billing

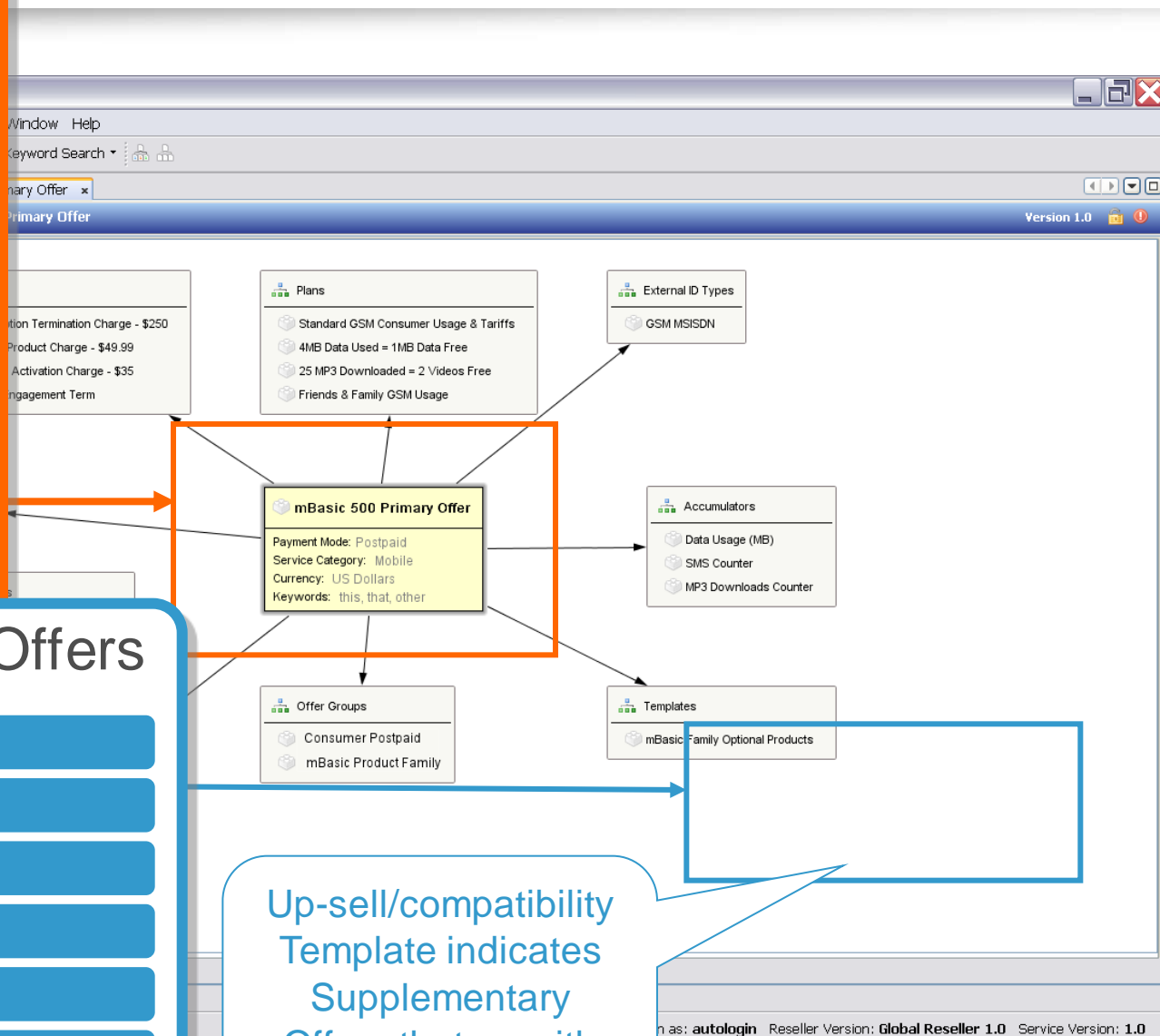
RC: \$18.99/mo 10 MB Data

NRC: \$7.99 4MB Data

NRC: \$3.99 4 MP3s

NRC: \$5.99 4 Video Downloads

Offer Definition Interface



Up-sell/compatibility
Template indicates
Supplementary
Offers that go with
this Primary Offer

Usage Based Promotions

Quickly define criteria and parameters for usage based promotions by utilizing thresholds and accumulators to measure specific activity

Usage-based bonuses

1000 min + 200 SMS = 50% AT minutes

5 MP3 Downloads = 1 free Video

10MB of Data used = 1MB for free

70 MMS = 10 Free SMS

Here we've configured a handset notification when you get to 4 MP3s downloaded, and the award of a video clip when you get to 5 ...

The screenshot shows the 'Product Catalog' software interface. The left sidebar contains a tree view with categories like 'Rating and Billing Definition Layer', 'Usage Plan Configuration', 'Service Plan Configuration', 'Rating-Time Promotions', 'Rating-Time Discount Item', 'Rating-Time Discount', 'Rating-Time Bonus Item', 'Accumulators', 'Rating', 'Bill-Time Promotions', 'Bill-Time Discounts', 'Tariff Configuration', 'Charge Codes', 'Taxes', and 'Billing Periods and Cycles'. The main window displays the configuration for a promotion named '5 MP3 Downloads = 1 free Video'. The 'Name' field is '5 MP3 Downloads = 1 free Video', the 'Description' is 'Usage-based Bonus for mMbx', and the 'Short Display' is 'Usage-based Bonus for mMbx'. The 'Accumulators' section shows a table with columns 'Name', 'Accumulator', and 'Unit Type'. The table has one row: 'Primary MP3 Download Counter Normal Event'. The 'Threshold Criteria' section shows a table with columns 'Primary', 'Qual 1', 'Qual 2', 'Qual 3', 'Qual 4', and 'Awards and Notifications Description'. The table has two rows: '4 0 You have downloaded four MP3s. Download one more and receive one free video clip.' and '5 0 You have downloaded 5 MP3s. Shape offers you one free video clip from the HBO Video L'. The 'Currency' is set to 'US Dollars'. There are checkboxes for 'Reset Primary Accumulator?' and 'Award on Next Recharge?'. The bottom status bar shows 'Logged in as: autol'.

Primary	Qual 1	Qual 2	Qual 3	Qual 4	Awards and Notifications Description
4	0				You have downloaded four MP3s. Download one more and receive one free video clip.
5	0				You have downloaded 5 MP3s. Shape offers you one free video clip from the HBO Video L

The screenshot shows a handset notification for a usage-based promotion. The notification is titled 'Services' and 'SHAPE Service Menu'. It says 'Confirmation' and 'You have downloaded four MP3s. Download one more and receive one free video clip.' There is a question mark icon next to the text. At the bottom, there are 'Yes' and 'No' buttons.

Family Offer

Ultimate Family Offering

An Account Bundle is defined to encapsulate the Ultimate Family Plan

Account offer within bundle represents family shared balances and various family level definitions

- Data units for parents only
- Voice, SMS and Data units awarded against a monthly recurring charge
- Cyclical promotion and a loyalty plan
- Prepaid kids. Each child:

Edit Offer/RC Term Relationship

General Rates

RC Type: Regular
RC Frequen...Monthly

☐ Is for Contract

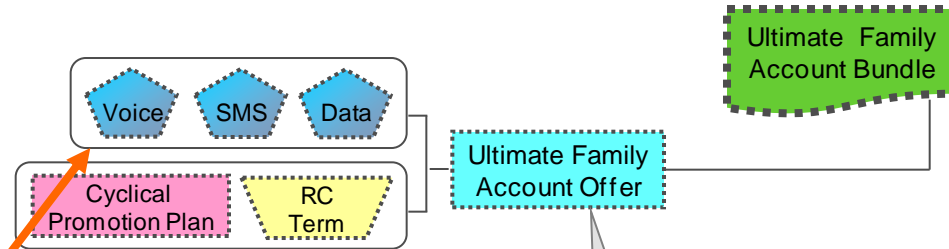
Advance Periods

Recovery Attempts

Award Distribution Option*
Only to owner of the offer

Awards

Unit Type	Balance	Amount	Activation Type	Expiration Type
K Bytes	Data Balance	10240		
SECONDS	Voice Minutes Balance	60000		
SMS	SMS Balance	150		



Product Catalog

File Edit Versioning Reseller Database Configuration Window Help

Search: Keyword Search

Marketing/Packaging

- Marketing/Packaging Layer
 - Bundles
 - Account Offer
 - Offers
 - Primary Offer
 - Supplementary Offer
 - Offer Display Group
 - Rules
 - Templates
 - Terms
 - RC Term
 - NRC Term
 - Contract Term
 - Recharge Control (Non-Versioned)
 - Dealer Setup

Ultimate Family Account Offer *

Account Offer

Plans

- \$5.00 Rebate for Total Charges over \$150.00
- 60 Free Local Minutes for 1st 6 Months

Terms

- (Regular) \$100 / month Ultimate Family Pack

Balances

- (1 | SECONDS) Voice Minutes Balance
- (2 | SMS) SMS Balance
- (3 | K Bytes) Data Balance

Ultimate Family Account Offer

Payment Mode: Postpaid
Effective Date: 2008-04-30
Service Category: Mobile
Class of Service:
Currency Code: US Dollars

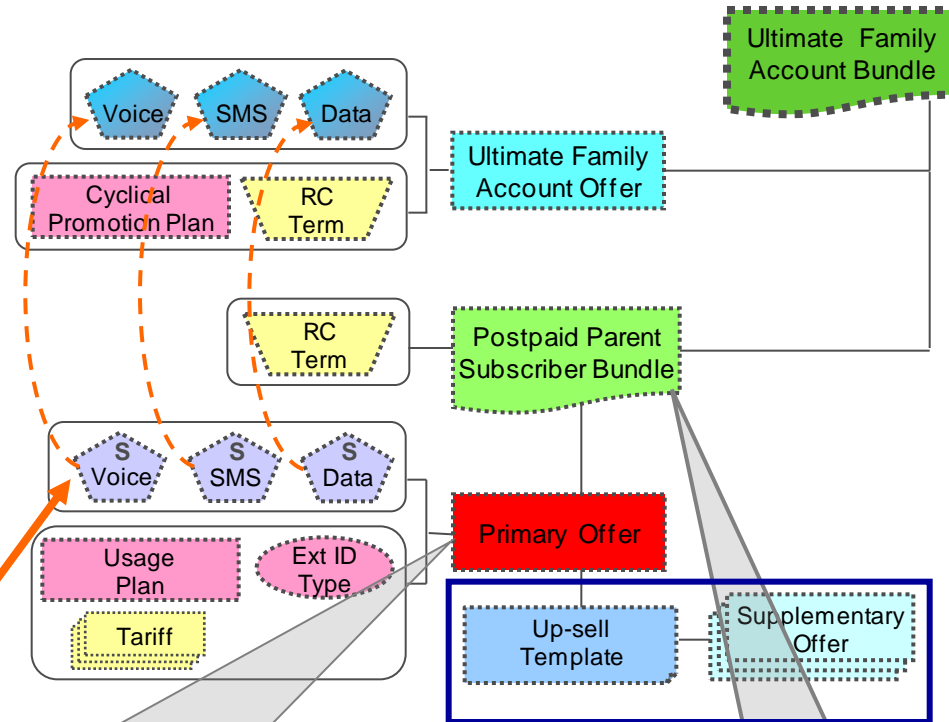
Family Offer

Ultimate Family Offering

An Account Bundle is defined to encapsulate the Ultimate Family Plan

Account offer within bundle represents family shared balances and various family level definitions

A Subscriber bundle for parent is defined with **shadow** balances.
The Shadow balances are associated with the Account level Balances



Real/Shadow Configuration Settings

Balance Classification*

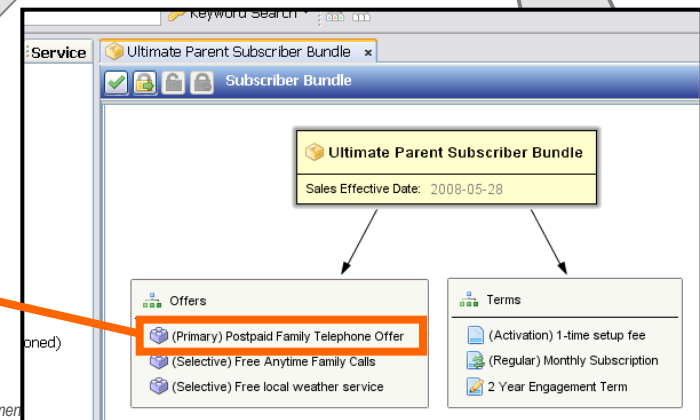
Shadow
Shadow
Real
Choose (default Shadow)
Choose (default Real)

Shadow Balance Default Configuration

Account Offer
Ultimate Family Account Offer
Account Offer Real Balance
Voice Minutes Balance

Default Limits Settings

Limit Type
Credit Limit
Limit Value
1000
Limit Period
Bill Cycle



Family Offer

Ultimate Family Offering

An Account Bundle is defined to encapsulate the Ultimate Family Plan

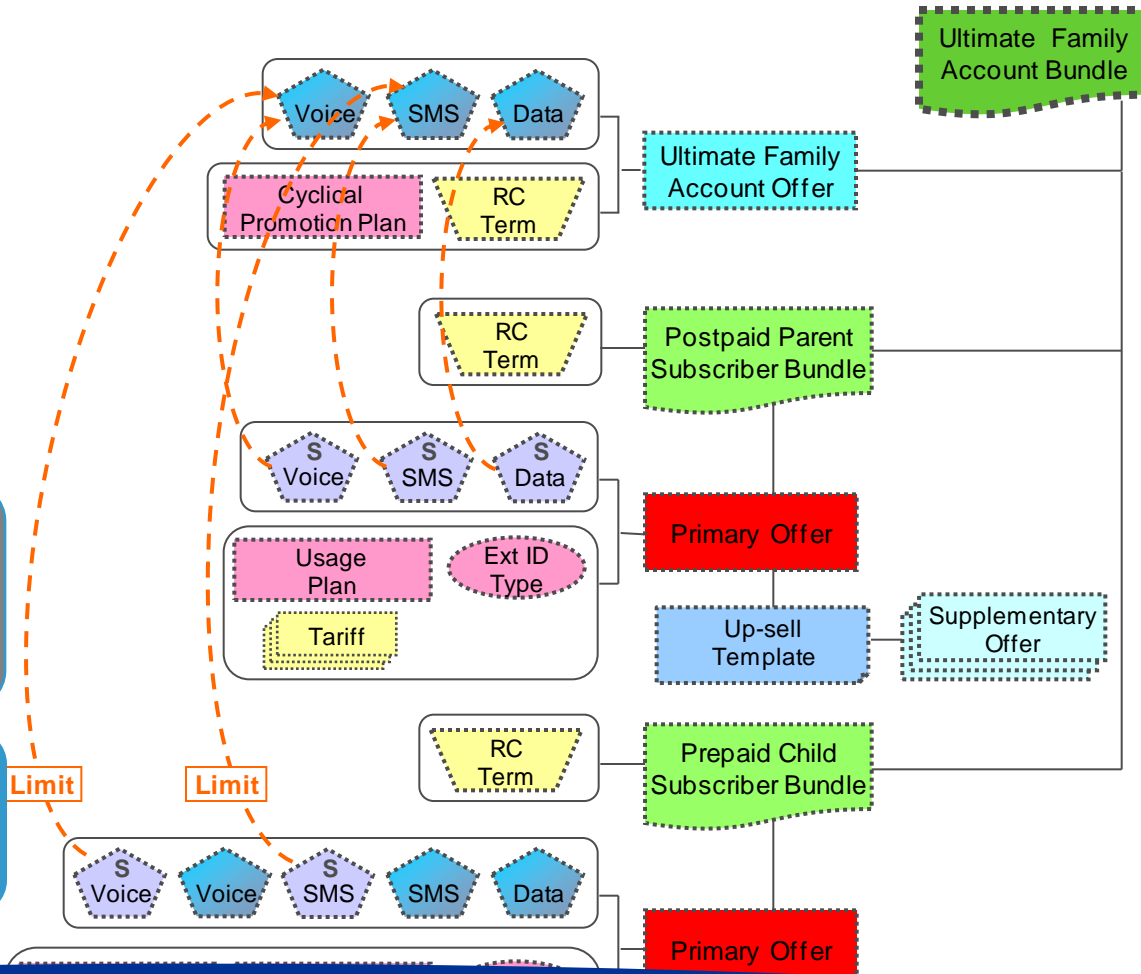
Account offer within bundle represents family shared balances and various family level definitions

A Subscriber bundle for parent is defined with **shadow** balances. The Shadow balances are associated with the Account level Balances

- Can use family voice minutes and

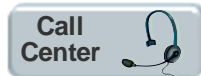
A Subscriber bundle for child is defined. Include **shadow** balances with limit and regular balances (e.g., for recharge)

- Usage based promotion plan rewarding with voice minutes for data



Flexible definition within Product Catalog....
.... significantly simplifies customer acquisition

Family Offer



CSR views Bundles & Offers during customer acquisition process and selects the Family Plan.

Name	Price	Action
Ultimate Family Plan	\$129.99	Add
Head of Family Bundle		Add
Prepaid Child (optional)	\$9.99	Add
Postpaid Parent (optional)	\$9.99	Add

CSR Ordering (acquisition) Steps:

1. Select Family Plan Account Bundle
2. Add Optional Postpaid Parent Subscriber Bundle
3. Add Optional Prepaid Child Subscriber Bundle for each Child
4. Set Voice and Data Usage Limits on shadow balances of each Child Subscriber.
5. Enter Account Billing Information
6. Commit Order

Product Lifecycle Management

Off-Line Editing and Validation: Information is edited and validated within an offline catalog, before being propagated to an online catalog that provisions Comverse ONE components

Check-in / Check-out Paradigm: Multiple users may edit Product Catalog information simultaneously without risk of corruption or confusion

Time Based Versioning: Data to be propagated to target systems is clearly segregated into versions — time-stamped sets of service provisioning information that become the live data at the appropriate times

Change Management: A full audit trail is maintained of all data changes and propagation operations

One-to-Many Distribution: Supports propagation of versions to multiple test and production environments

Criteria and Eligibility Rules

Marketing, Organization & Logic

Bundle/Offer pre-requisite rules

- Product A requires one of B, C, F, X or Y

Exclusion Rules

- Product A is incompatible with B, C, F, X and Y

Subscriber/Account pre-requisite rules

- Expressions based on Subscriber or Account attributes; product is available/eligible if evaluates to true

Plan Transition Rules

- Guided swapping of Primary Offers and Bundles. Example: migration from G2 to G3 plan

Account Compatibility Template

Identify available Bundles and Offers based on Account Criteria

Subscriber Compatibility Template

Identifies Bundles and Offers available to the subscriber (based on the Primary Offer that was selected)

Rating & Charging Rules

Rating Segmentation Keys & AUT Translation

- Ability to differentiate usage by various criteria and to vary rates depending on various criteria

Tariff Plan Override Rules

- Example: apply half-price tariffs on the subscriber's birthday

Rating & Billing Promotions

- Applied based on usage and other criteria

Provisioning Rules

External ID co-requisites

- Identify referential values needed for provisioning (ex. GSM Price Plan requires an MSISDN)

Provisioning Items

- Define parameters, managed via the Extended Data Framework, that can be used by workflow

Agenda

Overview

Configuration Layers

User Interface

Architecture

New Product Development

Summary



Single Product Catalog: In Summary

Faster time to market for new products

- Single point of configuration eliminates duplication of effort, facilitates coherence
- Enhanced lifecycle management eases operational constraints
- Easy-to-use object-oriented graphical interface - less low-level billing system knowledge required
- Faster turn-around from product conception to market availability

Product Convergence

- Offers covering multiple lines of business can be bundled together
- Prepaid and postpaid offers co-exist and can be managed via a single interface and model

Flexible market product definition

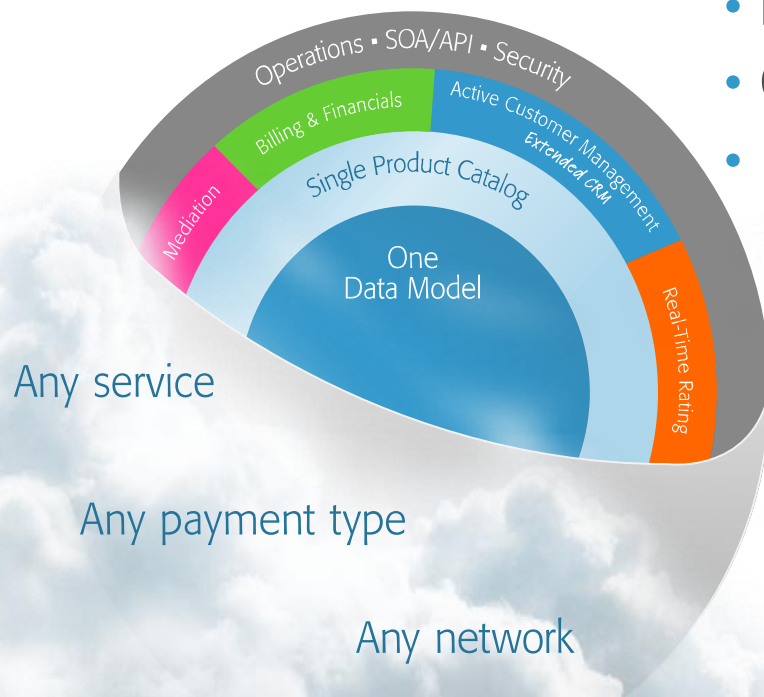
- Converged multi-play offers
- Extensive capabilities for market segmentation, offer profiling and inter-product rules
- Multi-lingual and multi-currency product, billing, rating & charging definitions

Increased efficiency and lower cost of operations

- Efficient centralized product, rating & billing definitions improves accuracy of configuration. Less configuration errors = reduced revenue leakage
- Layered model facilitates GUI specialization for different Product Catalog actors (marketing, service definition ...)

Product Catalog take-aways

- Unified Data Model, merging rating and billing capabilities
- Complete convergence across lines of business
- Easily create complex and innovative offers
- Flexibility and reusability with “building block” approach



- Multiple brands / VNOs in a single catalog
 - Comprehensive product lifecycle management
 - Easy to use market driven UI
- Single Service Provisioning point
 - Improved accuracy
 - Full centralized track of changes
 - Reduced risk of revenue leakage
 - Quick time to market



Thank You