



? Why Redknee

Increase efficiencies and drive additional revenue with a unified and comprehensive view of the subscriber base

Reduce CAPEX and OPEX via a highly efficient and expandable real-time rating engine that can displace the need for multiple billing systems

Surpass the competition with a subscriber-centric and value-oriented charging and payment solution

Grow existing revenue streams by introducing new pricing packages and bundling capabilities

Provide provisioning and new service activation almost instantaneously

Create new revenue streams via innovative business models and partnerships with 3rd party content and application providers

Turnkey Converged Billing

A complete billing solution that provides the flexibility and scalability to launch new services and generate new revenue streams.

Maximize the Value of your Network

> Turnkey Converged Billing

Redknee's Turnkey Converged Billing (TCB) is an end-to-end billing and revenue management solution that allows network operators to manage all subscriber and service revenues through one unified platform. TCB is a suite of pre-integrated, best-of-breed OSS/BSS modules. It includes everything a new or high-growth operator needs from a billing platform- from service activation and provisioning, to real time rating, billing, invoicing, partner management and customer care. And with TCB's open, modular architecture, the solution easily incorporates with existing network components.

> The Benefits of Convergence

Redknee's TCB is a completely convergent solution- able to manage any service across any access technology, and supporting all payment types- prepaid, post-paid, or a hybrid mix.

Cost Savings - Redknee's TCB eliminates the need to purchase and support multiple billing systems, potentially reducing both operating and capital expenses. It works across any access technology, whether wireless, wire-line, WiMAX, satellite, cable or broadband, and for any service, including voice, data, and content. TCB is the feature-rich solution of choice for many of the world's high-growth operators. Its configurable, standardized architecture leads to shorter service deployment cycles with reduced total cost of ownership (TCO) and associated risk.

One Centralized Subscriber View - TCB touches the entire subscriber relationship cycle. Because all subscribers can now be managed under a single billing solution, operators benefit from a centralized view of subscriber information and real-time activity. This enables greater visibility that benefits practically every area of the operator. Real-time subscriber data and analytics allow for more effective, targeted promotions and cross-sell / up-sell campaigns, and better support of 3rd party content partnerships.

Quote

“We chose Redknee because they deliver a complete end-to-end solution that fulfills TSTT’s total billing requirements. Redknee has a reputation for being innovative and helping carriers generate new revenues, which is crucial as we roll-out new services and packages to our subscribers.”

Trevor Deane
Executive Vice-President
of Technology, TSTT

> New Revenue Streams

Increase revenue opportunities and attract new subscribers. TCB’s real-time, convergent architecture enables operators to quickly roll out new services and real-time promotions to all subscribers, whether prepaid or post-paid. Cross-bundle and cross-service promotions and 3rd party loyalty point programs can also be supported and launched quickly and easily- something that remains a complex, time-consuming challenge for most other billing systems.

> Support for Content Partners

Revenue Share Management - As the number and complexity of partner relationships grow, the need to manage revenue-share between partners increases. TCB enables operators to rate and charge for 3rd party content and services – and also to track, monitor and settle these often complex partnership revenue streams.

Mobile Virtual Network Operator (MVNO) Support - With Redknee’s real-time billing platform, mobile virtual network enablers (MVNE) can provide separate TCB user accounts to their MVNO partners, enabling these partners valuable access to the TCB solution in order to manage their own retail billing requirements. Information related to each MVNO is stored securely with separate access. This brings added value to the MVNO relationship, as there is no need to purchase a separate billing system; yet the host network operator can have full, real-time visibility of network usage, leading to greater operational efficiencies and more accurate net-work planning.

> Real-time Rating & Flexible Charging

In a predominantly prepaid market, network operators are faced with a variety of challenges, including subscriber churn, increasing levels of competition and declining voice and messaging revenues. TCB provides the real-time rating and flexible charging capabilities necessary for operators to drive a more consistent revenue stream. The solution supports various flexible charging options, including rollover and pooling of minutes, account hierarchy rating, cross bundling, separation of charges, emergency account top-ups, ‘hot-item’ pricing, multi-channel promotions, loyalty/bonus points, and more. Through the introduction of innovative pricing mechanisms such as these, operators can expand and tailor their pricing and service pack-ages, helping to drive up usage and increase the uptake of new and existing services.

> Enhanced Customer Care

Redknee’s TCB delivers a full customer care suite with an easy-to-use interface and an integrated trouble-ticket management system, enabling customer service representatives to easily troubleshoot and track problems as required. Customer Service Representatives can activate new accounts and provision or de-provision services instantly. Due to the real-time nature of the solution even post-paid services are tracked on a real-time basis, enabling visibility to all services as they occur. Subscriber profiles, preferences and account plans are all managed through this interface.

> Standards-Based Architecture

Redknee’s TCB enables operators to maximize their investment in existing infrastructure. Enjoy system flexibility with a standards-based architecture that works with any access technology, and provides a seamless integration with current systems through open APIs

and configurable system rules. The modular architecture of TCB allows for a simpler, phased integration of core components – easing the transition to a new solution.

> **Powerful Analytics and Advanced Reporting**

TCB is an intelligent service management platform, with the subscriber analytics and embedded intelligence required for network operators to create innovative service delivery and management options. TCB provides real-time visibility/insight into the network that can relay what services, features and promotions are most successful, leading to better business decisions. Operators can create a competitive advantage by providing the right product to the right customer, at the right time - without the barriers imposed by legacy billing support systems.

> **Managed Services**

As competition increases, operators are looking to maximize their investments and focus on the core business of driving subscriber and revenue growth. Redknee Managed Services provide network operators with the skilled personnel required to implement market strategies and handle all of the back office support processes associated with the day-to-day management of a converged billing platform. We have the knowledge and expertise required to ensure not only a successful launch, but can provide continued support that goes beyond the initial implementation, letting operators focus on growing their business. With Redknee's guaranteed performance levels, you can be assured that our extensive history of best practices will be put into use every step of the way.

For more information about Redknee's real-time monetization software, contact sales@redknee.com.