



ARE YOU READY

to unveil your next-generation services?

REDKNEE

Innovate. Personalize. Profit.



Give your subscribers **WHAT THEY WANT**

Subscribers want more. More services, more control, more flexibility. At Redknee, we help operators maximize performance to meet tomorrow's demands today.

The Redknee Difference

Personalized services and payment flexibility

At Redknee we believe in making things better for subscribers- and more profitable for you. By delivering a more personalized user experience, and enabling subscribers to pay for services in ways that make sense to them, network service providers can reap the rewards of a more loyal customer base and a healthier bottom line. Redknee helps operators to monetize every transaction that goes across their network – and with the growth of data services exploding – it's time to get serious about getting the most out of your network investment.

We offer you proven, resilient and scalable technologies.

Redknee's proven, resilient, and scalable technologies provide you with the advanced business-critical solutions that monetize and personalize your next-generation voice, messaging and data services. Our solutions help to accelerate time-to-market for new services and business models.

Real-time - *all the time.*

By rating and charging for every transaction in true real-time, you can be assured of optimum revenue accuracy. Reach out to your subscribers with relevant and timely offers, helping build brand loyalty and strengthen subscriber adoption rates of new services. Redknee's real-time capabilities makes promotions more compelling and relevant to subscribers.

We help network operators monetize their services and provide a better user experience for their subscribers.

Redknee (TSX:RKN) is a leading global provider of innovative communication software products, solutions and services. Redknee's award-winning solutions enable operators to monetize the lifetime value of each subscriber transaction while personalizing the subscriber experience to meet mainstream and individual market segment requirements. Redknee's revenue generating solutions provide real-time converged billing, rating, charging and policy for voice, messaging and next-generation data services, as well as enhanced customer care.



Around **THE WORLD**

Redknee empowers operators in more than 50 countries and across six continents.

Global Presence

Serving global markets with a local strategy.

Redknee's solutions handle more than 16 billion revenue generating transactions every month for operators in over 50 countries. We pride ourselves in helping network operators to optimize and improve the entire subscriber service experience, and our highly skilled, diverse global workforce is there to get the job done right. Redknee's software solutions provide your subscribers with a more personal communications experience. Gain powerful customer insight and deliver the types of services that are valued by your customers; ensure the quality of services delivered, and charge for services in ways subscribers want to pay for them.

Take advantage of our demonstrated leadership and extensive industry knowledge.

Redknee's value-added Global Consulting Services are the extension to your business and marketing teams from beginning to end. We work with our customers side-by-side to assure successful product launches and new service roll-outs; the proven method to assure a seamless, successful transition from software to production.



This map represents a partial listing of Redknee's customers and is current as of January 15, 2010.



Watch **YOUR REVENUE GROW**

Launch new services more quickly and make the most of every transaction on your network.

Turnkey Converged Billing

Drive subscriber demand. Hone your competitive edge. Unleash new services.

Tired of your legacy billing solution not keeping up with today's needs? Boost the profitability of next generation services with Redknee's industry-proven, end-to-end billing solution. It provides everything from account activation and provisioning, to rating, charging, invoicing, reporting and customer care.

Deliver real-time, targeted promotions across multiple services and access technologies to maximize the lifetime value of your subscribers. Launch advanced services quickly, and reduce operational and capital costs by eliminating unnecessary duplication of billing solutions with a single, convergent platform. Operators can now deliver a consistent and cohesive pricing strategy across pre-paid and post-paid accounts, while supporting any service technology or business model, including mobile, wireline, satellite, broadband, WiMAX and MVNO. Redknee allows you to analyze subscriber behaviours and deliver targeted promotions and customized incentives in real-time; maximizing the relevancy of your marketing efforts and increasing demand.

A Merchandising Platform

TCB is more than a billing solution. It acts as a merchandising platform –helping operators to monetize every transaction on their network and market to their subscribers more effectively ,driving profitability and increasing ARPU.

Real-time Functionality

Real-time, all the time – that's our motto. TCB delivers the benefits of a real-time solution to every type of service, even postpaid.

True Convergence

Today's systems and technologies are changing so rapidly that it's difficult to keep up. But with TCB, you can count on complete convergence. It handles every service, technology, and payment type with ease.

Interconnect, Revenue Assurance and Content Settlement

Verify and bill for wholesale charges quickly and accurately with InBill.

Capture the power, efficiency and flexibility needed to resolve and reconcile disputes rapidly while improving the accuracy of your interconnect charges. Provide a comprehensive and cost-effective interconnect and partner billing solution with integrated settlement and dispute management capabilities.

Enhanced Customer Care

Enhance the customer service experience with One Call Resolution.

Increase 'first-call resolution' with Redknee's award winning enhanced customer care solution. Enable your customer service representatives to rapidly and efficiently manage services and reduce issue resolution timeframes associated with increasingly complex services and applications. This increased complexity has been shown to result in more call center and customer care activity. Redknee's One Call Resolution can reduce OPEX and call center costs by helping to resolve customer problems more quickly and accurately – also resulting in happier customers and decreased subscriber churn.



Unlock **THE POTENTIAL**

Capitalize on the robust growth of
next-generation data services.

Next-Generation Rating, Charging & Policy Management

Support content aware, real-time data rating and usage control.

Gain better control of your network with subscriber-centric policy management capabilities, coupled with real-time rating and charging. With the explosion in smartphone devices and mobile broadband services, and the introduction of new data-centric technologies such as LTE and HSPA, it is more important than ever to have the ability to control your network resources.

Redknee's data rating and policy management solution enables your network to support context-aware data rating and fair usage policies, for both mobile data and content services. Now you can effectively manage bandwidth and the quality of experience across multiple access technologies and services dynamically, even helping to manage network congestion, while offering tiered charging models and flexible pricing plans that better suite your subscribers' needs. Redknee's powerful real-time rating and charging solution also enables added pricing transparency for your subscribers – helping to avoid the 'bill shock' that can come from data roaming charges, while protecting network resources from abuse.





“Redknee has thrived on its ability to develop innovative solutions that have been proven and refined through a myriad of customer installations.”

- Karl Whitelock, Senior Consulting Analyst, *Stratecast*, a division of *Frost & Sullivan*

“Our corporate customers have noticed the benefits and time savings. We estimate that the savings to our customers could be as high as 50%.”

- Gerry McQuaid, Commercial Director, *Oz Ireland*

“The professional response and follow up we received from Redknee was head and shoulders above the other vendors we evaluated.”

- Ralph Yirikian, General Manager, *VivaCell*

“The editors of *INTERNET TELEPHONY* were pleased to name Redknee a BSS/OSS Excellence Award winner for their achievements in creating exceptional systems for supporting internal network operations and customer support solutions.”

- Erik Linask, Editorial Director, *Internet Telephony*

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