



Billing and Active Customer Management Solutions for Wireline Operators

New Services, More Value

Wireline communication service providers of all sizes are constantly looking for ways to grow the bottom line by delivering added value to their customers. Whether an incumbent tier-one carrier managing tens of millions subscribers, a niche operator focused on serving enterprise accounts, or a small competitive multiplay provider just entering the market, operators are compelled to offer more value to customers by expanding their service portfolio with new and innovative offerings. With revenues from traditional fixed voice services falling, the pressure for service expansion, through technologies such as IPTV or fixed-mobile convergence (FMC), is coming equally from both residential and business subscribers as they realize the benefits of relying on one service provider for all their communication needs.

New Services, Greater Savings

Competition is growing rapidly with the rising quality of IP-based networks, which enables more non-traditional players to enter the telephony market. As a result, key questions include how to support new services without massive capital investments, and how to couple service expansion with reductions in operational expenses for successful business transformation.

The ability to deliver more value while sustaining profitability relies on the following practices in the back office:

- Leverage a single business support solution that delivers operational efficiencies by consolidating legacy systems for all services on one platform
- Add real-time capabilities to strengthen customer relationships and enable personalized marketing offers
- Emphasize active customer management as an integral element of the billing solution for a superior customer experience
- Offer greater and immediate account control through self-service targeted for both residential and corporate users

New Services, Unified Platform

When the transition to multi-service provider is done smoothly and transparently to subscribers, it can also serve as a catalyst for overall consolidation that reduces operational complexities and costs.

Comverse Billing solutions integrate back-office functionality with front-office customer care and self-service capabilities to enable an effective and efficient business transition. With deployments at more than 100 wireline service providers in over 40 countries worldwide, Comverse Billing solutions are specifically designed to meet to the changing business needs of today's wireline operators.

Comverse Billing solutions provide a competitive edge in today's evolving market by enabling:

- Efficient customer lifecycle management from acquisition and order management through dispatch, provisioning and fulfillment, and from charging, payment handling and financial management, through ongoing customer care and retention
- Consistent delivery of a superior customer experience creating loyalty and motivating uptake of additional offerings through relevant, personalized cross-selling and up-selling
- Rapid introduction of new products, services and promotions including innovative multi-service bundles
- Increased market agility enabling competitive differentiation by supporting any pricing package and complex rating such as distance-based, tiered or friends and family
- Smooth growth paths to the future supported by a modular, flexible and scalable system that handles small to large volumes of subscribers, transactions, product offerings or customer service representatives
- Proven support of multi-service convergence including out-of-the-box capabilities to handle IPTV, IMS, WiMAX, 3G, HFC, FTTx, DBS, VoIP and FMC-based services

- Improved cost-efficiencies due to a modular architecture and pre-integrated capabilities that cover functionality from order to cash
- Enhanced flexibility in deployment either as an end-to-end solution or as part of a best-of-breed solution
- Quality integration and configuration leveraging the proven methodologies of Comverse Professional Services

New Services, Unrivaled Expertise

For more than 20 years, hundreds of operators across six continents have relied on Comverse Billing solutions to build market position and quickly offer new products, services and promotions. The Comverse global services team has experience across a wide range of implementation strategies – from high-speed, full-scale deployments to more moderate, staged approaches. Comverse adapts its solutions to fit operators' existing business processes, not the other way around. The company's unparalleled field success is attributable to far-reaching implementation experience worldwide and the simple fact that a single professional services organization takes full responsibility for deployment success.

To be prepared for the emerging multi-service market, wireline service providers need the most reliable, proven, cost-efficient and flexible billing and active customer management solution available – all on a single platform. To ensure excellent execution tomorrow, Comverse offers a single solution that minimizes implementation risk and reduces time-to-market today. Comverse's field-proven experience in all key vertical markets speaks to its corporate versatility and its product robustness, as well as the high quality and responsiveness of its professional services staff.

Case Study in Brief

A North American carrier serves approximately ten million subscribers in the retail and wholesale DSL market with support from Comverse Billing solutions. Comverse supports the fastest growing segment of the carrier's existing business, while providing the flexibility to bill for new services.

The Need

The carrier required robust billing support for its fast growing DSL and fiber-based high-speed Internet business.

The Challenge

The carrier transitioned from a traditional telecom model to an innovative business model for the introduction of new revenue streams that require content providers, partners and other revenue sharing relationships.

The Solution and Why Selected

The carrier selected the Comverse Billing solution for its robust capacity to handle large volumes of multi-service transactions quickly even if many partners are involved.

The Results

- Comverse Billing solution supports over ten million DSL retail and wholesale subscribers across the U.S. Wholesale bills can reach over one million service instances.
- Comverse Revenue Settlements solution supports the carrier's partner sharing model.
- The addition of 400,000 net subscribers per quarter is supported.
- When adding new value-added services such as fiber-based high speed Internet service, no additional operating expenses were incurred and a very small capital investment was necessary.
- The carrier's IT staff requires limited support from Comverse as most projects are managed internally, making them self-sufficient.

About Comverse

Comverse is the world's leading provider of software and systems enabling value-added services for voice, messaging, mobile Internet and mobile advertising; converged billing and active customer management; and IP communications. Comverse's extensive customer base spans more than 130 countries and covers over 500 communication service providers serving more than two billion subscribers. The company's innovative product portfolio enables communication service providers to unleash the value of the network for their customers by making their networks smarter.

For more information on our products and services, visit our website at: www.comverse.com

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