



Billing and Active Customer Management™ for Cable, Satellite and IPTV Providers

Transforming to a Multi-Service Provider

Faced with a converging and highly competitive market, today's cable, satellite and IPTV (PayTV) operators are making significant investments in their networks to seamlessly deliver a variety of services to meet subscribers' total communication and entertainment needs. These services can include: multi-channel television, wireline and wireless phone, high-speed Internet access and a host of interactive services including games, iTV and VOD.

As operators move to becoming multi-service providers, they are faced with increasingly complex challenges including the deployment, packaging, bundling and billing of new types of services. Strategic questions of growth and the need to maintain a superior customer experience throughout all these changes must be addressed in parallel with the service expansion.

Success in this highly challenging environment requires PayTV operators to incorporate proven billing and subscriber management solutions for a comprehensive approach in responding to today's complex environment. One solution should differentiate pricing, packaging and cross-product offers, while providing personalized customer care.

Comverse Billing and Active Customer Management solutions enable operators to create a unique end-user experience, increase their subscriber base, gain wallet-share and retain customers. Comverse's understanding and experience in the PayTV industry – from mission-critical billing applications to front-office customer care and support – offers you a trusted business partner to take you successfully through today's business challenges.

A Solution Based on Experience

- A proven deployment track record with an impressive list of PayTV operators around the world
- A comprehensive solution from acquisition to cash, including activation, billing, collections and on-going customer care
- A configurable solution that makes the operator self-reliant - our customers roll out new services in days, not months
- A scalable architecture that can handle thousands of customer service representatives, bill more than 100 million subscribers and rate over 115 million usage and event records per hour on a single server

The Customer Experience is Supreme

The ability to make the most of every opportunity requires a unified customer care, ordering and billing solution that handles any service, network or payment type. Comverse's system provides a holistic view of the customer, enabling excellent customer service across any touchpoint, including the Web.

In this new world of delivering multiple services, back-office systems must be integrated to seamlessly link services with the customer. This unified customer view enables providers to track purchases, personal interests and customer interactions, manage multiple balances, offer multiple payment methods and produce accurate bills. Of course, flexible rating and charging for new service deployments such as mobile and data must be available.

It's not just the operator who benefits from integrated care and billing systems; the end customer also wins. Whether accessing account information through the Web, IVR or TV self-care, customers are empowered to manage their services, check balances and pay their bill without having to call their operator. Add real-time interactive capabilities and the possibilities are endless.

End-to-End Solution: From Acquisition to Cash

Only Comverse provides multiplay operators with a proven, flexible and powerful customer care, ordering and billing solution in a single integrated system. Comverse customer management and billing solutions support order-to-bill-to-cash processing for the converging communication market worldwide and enables operators to do the following:

Acquire: Flexible and easy creation of products and packages to offer including the ability to identify the services a customer is able to receive

Activate: Optimized scheduling for installation or service calls including multi-service flow-through provisioning, customer equipment and inventory tracking (i.e. set-top box, smart card, cable modem)

Bill/Rate: Billing and payment options to support prepaid, postpaid or hybrid accounts including real-time and rules-based rating

Pay/Collect: Multiple payment options including delinquency treatment and collection management

Care: A unified view of the subscriber including multiple ways for your customer to interact with the operator for service (such as Web, TV, IVR)

A Firm Billing Foundation Equals Future Success

Comverse delivers a software platform that is engineered from the 'ground up', offering flexible and field-proven billing and active customer management solutions that enable multi-service PayTV operators to increase market agility and conquer complex business challenges. For over 20 years, this experience has enabled Comverse customers to address industry changes with an adaptable solution that grows as the opportunity to offer new services develops. Comverse gives PayTV operators the confidence that their business strategies will yield success for years to come.

Winning Support for Triple Play Operators

"Ziggo has recently combined operations of three separate companies onto our Comverse solutions. This solution has allowed us to expand our business footprint and enabled us to offer and bill for packaged services which are of strategic importance, and which we could not offer with our three separate systems, including delivery of Triple-Play services – Digital TV, Internet and Telephony. As a result we have seen increased revenues and a decrease in churn. In the future, Comverse will enable us to deploy new services too, such as Video on Demand and HDTV."

Mr. Tom Verhulst - CIO, Ziggo

Ziggo is the leading supplier of network services and entertainment to over 3.4 million households in The Netherlands.

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 or contact us at: information@comverse.com

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