

Usage Management for Fixed and Fixed Wireless Providers

Every Subscriber is Unique. Are you offering a personalized experience?

As basic Internet connectivity is commoditized and price pressures drive average revenue per user (ARPU) down, capital infrastructure costs continue to grow. Subscribers are demanding personalized plans that reflect their network usage and ensure superior access to the applications they value most.

Amidst this rapidly-changing landscape, service providers seek a sustainable source of competitive advantage and a cost-effective means to capitalize on this trend. Sandvine's Service Creation products enable the delivery of subscriber-oriented service plans to facilitate a seamless and accelerated entry into service differentiation.

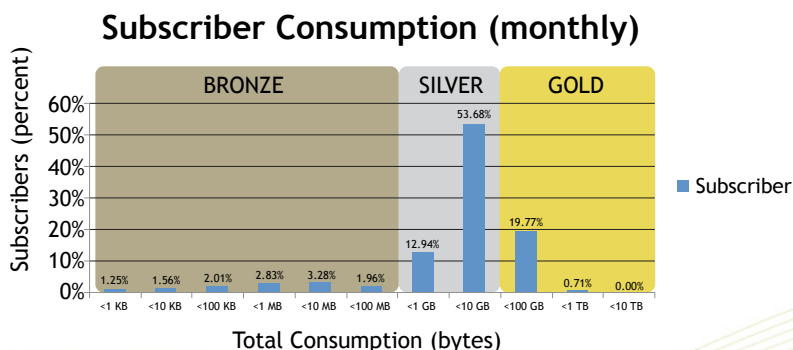
Introducing Sandvine Usage Management

Sandvine's Usage Management enables fixed and fixed wireless service providers to better meet the unique needs of their subscribers with tier-based usage plans to retain existing customers, and targeted service plans to attract new customers. The product provides flexible quota management and maximizes the value of the Internet connection, respective to each subscriber's need, hence increasing a service provider's ARPU overall.

Features include:

- Align service plans with subscriber consumption (volume or time)
- Proactively keep subscribers informed of their usage, reducing bill shock and increasing satisfaction
- Allow subscribers to top-up quota, extend time, or upgrade plan
- Configure plan-specific billing periods
- Enable multiple quotas per subscriber, with different periods (e.g. daily and monthly). Support quota rollover.
- Deploy customizable prepaid models, such as:
 - usage caps with no expiry
 - usage caps within a specified period
 - prepaid bytes expire independently of primary quota
 - unlimited usage for a limited amount of time
- Configure different 'rating groups', such as zero-rated managed content

An example tiered service plan definition, based on monitored subscriber consumption is illustrated below:

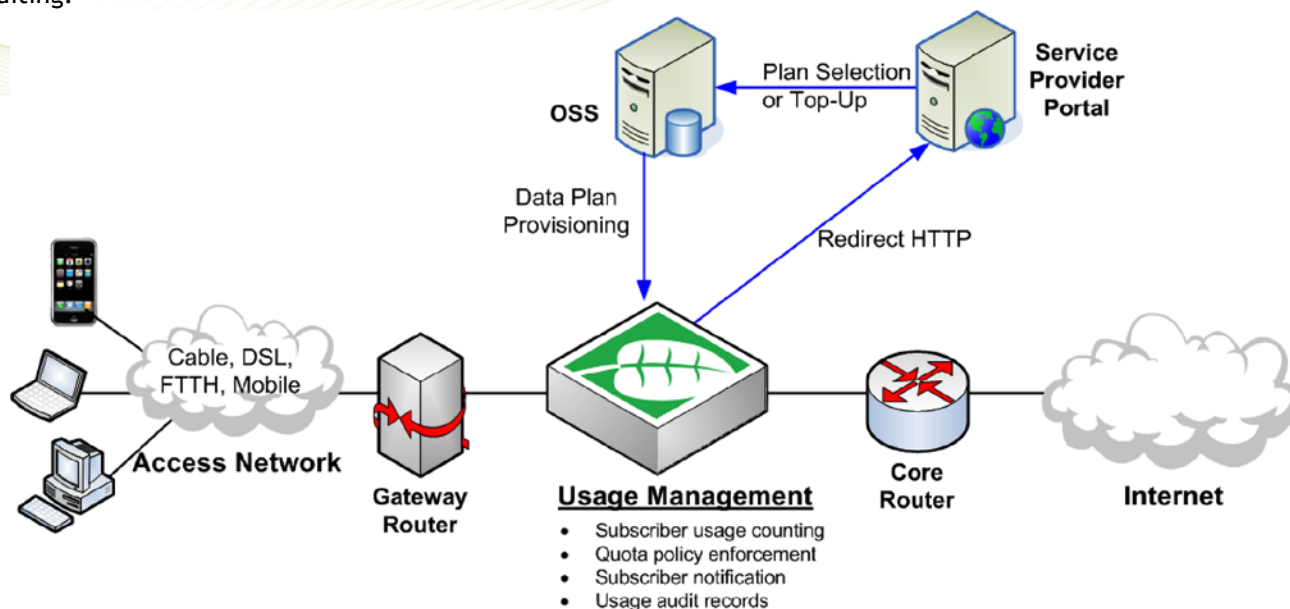


Sandvine Advantages

- Performance and reliability for tier-one networks with multi-million subscribers
- Complete, single vendor network policy control solution
- Flexible usage plan definition, based on volume or time, pre-paid or post-paid billing models.
- Subscriber-aware, application-aware or application-agnostic enforcement
- Advanced real-time policy decisions based on subscriber usage thresholds
- Superior session and application tracking under asymmetric networking conditions
- Extensive reporting functions for qualified marketing and operational decisions
- Future-proof roadmap to align with emerging technologies and standards

Solution Overview

The Usage Management product consists of the Policy Traffic Switch (PTS) platform for real-time usage counting and policy enforcement, as well as for collecting subscriber usage information and generating periodic usage records for auditing.



The product can be integrated with service provider's subscriber repository for subscriber entitlement information and a communications portal for subscriber notification. Configuration includes a policy package to enable default policies and reports. Sandvine provides professional services to help integrate network elements and to customize policies and reports for your specific deployment configuration.

Solution Highlights

- Create tiered price-differentiated service plans, with aligned volume-based or time-based quotas - Reports include bandwidth histograms to help service providers identify and fine tune quotas to align with service plans.
- Real-time enforcement of quotas - When quota conditions are triggered, the associated actions are immediately enforced via a policy action.
- Multiple event thresholds - For each defined threshold per quota, a specific action can be triggered, e.g. shape, block or divert.
- Multiple quotas per subscriber - Each subscriber can have multiple quota "buckets", with different periods.
- Advice of usage - Subscriber is notified in real-time according to the media, e.g. HTTP captive portal, framed warning, SMS text.
- Configuration of 'rating groups' and zero rating of selected traffic - Internet service provider can conditionally exclude managed content from being counted against the quota.
- Configurable billing periods with support for pre-paid or post-paid - Billing periods are configurable per service plan.
- Periodic usage records for auditing - Usage data records can be generated at daily intervals for auditing purposes.
- Persistent historical usage data - Subscriber usage is stored persistently for reporting and analysis.