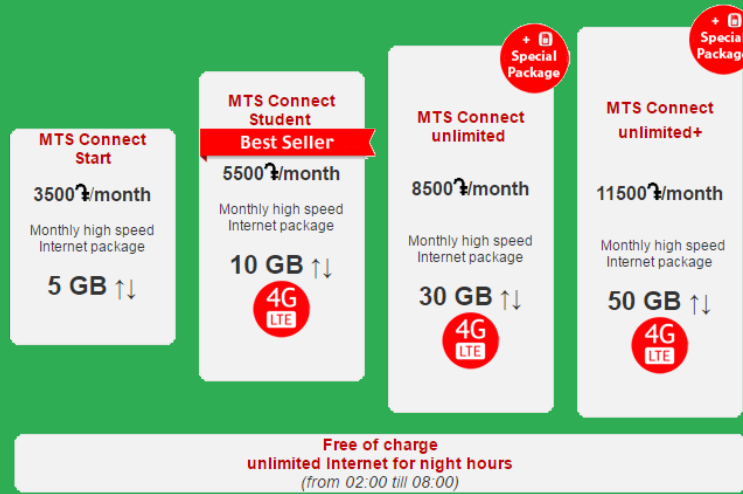


CUSTOMER SUCCESS STORY

# VivaCell-MTS Offers a Zero-Rated Perk



## Unlimited off peak usage improves network efficiency and benefits subscribers

VivaCell-MTS has been using Sandvine’s subscriber services solutions since 2009 to help them achieve their commitment to provide innovative and quality services to Armenia’s subscribers.

### Off Peak Perks

On select service plans, VivaCell-MTS zero-rates all data traffic between 2am and 8am.

By zero-rating during off peak hours VivaCell-MTS creates an incentive for subscribers to complete data heavy tasks when there is idle network capacity.

### A Winning Strategy

Subscribers—especially power users—get even more value from their services and avoid bill shock by scheduling activities for the overnight hours so they don’t exceed their monthly data quota.

As a side-effect, network efficiency improves, because the peak-to-trough ratio is slightly lowered.

### Innovation Made Easy

*“Sandvine has an end-to-end network policy solution that helps us quickly recognize opportunities for new subscriber services, rapidly deploy them, and then improve the quality of experience for all subscribers.”*

- Thomas Mazejian  
Information Systems Manager

### About VivaCell-MTS

VivaCell-MTS is Armenia’s leading telecommunications operator, with a base of over 2.1 million subscribers.

As a customer-oriented telecom company, VivaCell-MTS aims to provide quality services all over Armenia.



How can zero-rated data help you? Visit [www.sandvine.com](http://www.sandvine.com)