

Solution Description

Compact Unified Charging and Billing



Full convergence

Efficient operations

Fast time to market

Differentiated service offerings

Holistic and comprehensive
customer management

1. Executive Summary

1.1. Unified Charging and Billing

Nokia Siemens Networks Compact Unified Charging and Billing enables Communication Service Providers (CSPs) to support multiple service types such as voice, data, multimedia and content, and create a single bill for all communication services including fixed, mobile, broadband and TV, all from within a single charging and billing solution. All services can be offered to the subscribers independently of the payment (prepaid/postpaid) method. The system controls services and manages balances in real-time, as well as in offline mode, if preferred.



Figure 1: Unified Charging Concept

One of the main benefits of unified charging is the common rating engine serving all subscribers and services. For the CSP this means that products and tariffs are maintained in a single place instead of multiple occurrences. The common rating engine also provides advanced functionality such as hybrid accounts and service-independent payment methods.

With unified view on the customer database the CSP has a single point for maintaining the data. It also enables mixed-payment and community service offerings. Centralized offer management provides fast and easy-to-use marketing oriented tools for creating and maintaining products and promotions for the entire customer base independently of the payment methods. The single view on all usage data of all subscribers allows performing more specific marketing campaigns.

The unified customer care allows sales and customer service staff to manage all aspects of the customer lifecycle efficiently: from initial contact, to sales, post sales, and financial and marketing management. It increases customer satisfaction by enabling consistent customer service across all contact channels, including call centre, dealer outlet, and online self-service.



1.2. Simple, fast and easy

Convergent charging and billing systems and their deployment projects are often considered as complex and time consuming. Nokia Siemens Networks pre-integrated Compact Unified Charging and Billing solution proves the opposite is true.

Nokia Siemens Networks Compact Unified Charging and Billing solution is tailored for growth CSPs, MVNOs and green field operators starting 2G/3G services. Many of these CSPs operate in low ARPU (average revenue per user) markets therefore the cost efficiency of the unified charging and billing system on both investment and operations is crucial. Typically these CSPs prefer an integrated, simple and affordable solution providing a comprehensive set of BSS functional areas. The solution must also address the needs for service flexibility, operational efficiency and technology convergence.

Nokia Siemens Networks Compact Unified Charging and Billing solution offers all the advantages of unification within a pre-integrated solution based on out of the box applications, thus minimizing the total cost of ownership:

- Due to the pre-integration, Nokia Siemens Networks Compact Unified Charging and Billing Solution is optimized for efficient deployment.
- Reduce the cost and time to offer new services via streamlined processes. The creation of new services and rate plans can be done by CSP personnel without requiring complex projects.
- Enable revenue growth from mobile data services. The solution makes it possible to offer bundles of voice and data services, it also provides efficient partner management to make sure the CSP can secure revenue from content partners.
- Provide low cost of entry to postpaid market.
- Prevent revenue leakage with on-line charging for all services and payment methods. This ensures that postpaid users benefit by enabling them to try new services whilst keeping their spend under control. In addition Nokia Siemens Networks Compact Unified Charging and Billing solution is inherently scalable enabling an initial implementation to start small and grow as the CSP does.

1.3. Profitability through differentiated services

In saturated markets, declining ARPU and increasing churn are challenging CSP's revenue growth. Simultaneously, the mobile market is evolving from commodity voice and simple messaging services to value-added data and multimedia services. These changing circumstances are forcing a technical shift from a pure telecom to an IT/IP- environment, and are enabling CSPs to offer a wide range of new, innovative and differentiated services with the goal to reduce churn and to attract new customers. CSPs must focus increasingly on meeting individual needs and higher expectations of their customers. Subscribers expect pricing transparency and cost control for all services. They also expect that service packages can be tailored to meet the specific demands of their personal situation, preferences and lifestyle.

These new service requirements demand a flexible customer-centric charging approach. Nokia Siemens Networks Unified Charging and Billing solution is designed to help CSPs to fulfil their customers' needs and to market their services more effectively by doing the following:



- Managing customer experience through service differentiation.
- Reducing time to market for new services.
- Creating opportunities in new segments through the combination of business and consumer services – such as service-specific payment methods.
- Gaining new revenue by adapting to customers' personal preferences and lifestyle.
- Implementing winning business models – e.g. introducing advertising or establishing phone sharing services in emerging markets.

1.4. Profitability through operational efficiency and an holistic view of subscribers

Nokia Siemens Networks Unified Charging and Billing solution is to help CSPs to streamline the systems and processes that today may be holding them back from approaching the consumer as they would truly wish. It improves time to market, enables flexible, agile and market-driven service strategies, and allows for payment-independent and customer-focused segmentation.

The Nokia Siemens Networks solution simplifies and consolidates the billing and charging domains and data into a unified and payment-agnostic charging architecture. With the additional clear separation of Telco-specific tasks and enterprise-generic processes, the unified charging and billing solution simplifies today's complex billing and charging processes. This enables CSPs to streamline processes and increase operational efficiency.

Success factor: Operational efficiency Holistic view on subscribers

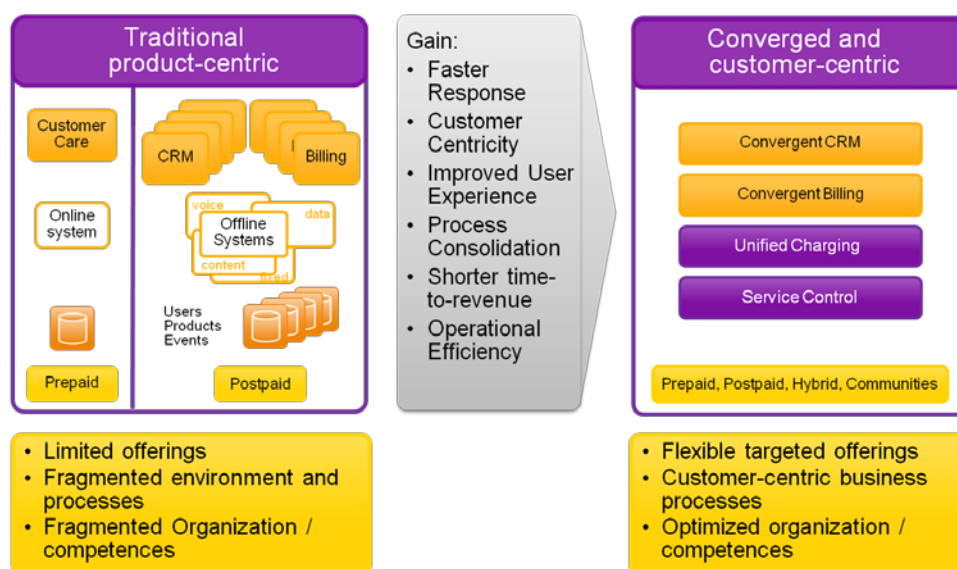


Figure 2: Unified Charging and Billing increases operational efficiency via streamlining processes and systems