

MAXIMIZE CONTENT REVENUE

## BRINGING YOU THE 4C EXPERIENCE: CONTENT

### BUSINESS CHALLENGE

In February 2010 iTunes hit the 10 billion download mark. iPhone hit the 10 billion application download mark in January 2011. Streaming video generates the largest amount of total video traffic on the net. The “Content is King” adage – that has long been true in the television programming domain – is increasingly becoming a hard reality for communications service providers (CSPs). In our content- and applications-driven world, service providers are seeking ways to avoid becoming mere suppliers of connectivity and are finding new ways to increase revenues from the content already riding on their networks.

To address this challenge, service providers must change the way services are created and delivered, establish partnerships with content and applications providers, and install systems such as real-time charging and billing to enable one-off, micro transactions.

The starting point for allowing third-party developers to create applications on the communications network (effectively making the network an applications enablement and delivery platform) is to abstract services from the network, and deploy policy-based service creation capability using Service Delivery Platforms (SDPs) and supporting systems. Service providers also need to

create the right content and applications ecosystem whereby they can partner and deliver to customers a diversity of value-added content and applications, at the right place, over the right device, at the right time.

To deliver this new level of customer experience, however,

CSPs need to replace their traditional billing systems with next-generation, converged billing platforms that enable billing for real-time transactions (e.g. mobile payments) and partner settlements (both monetary and non-monetary).

While enabling optimum content delivery, CSPs also need to

focus on how they provide and manage consistent quality and diversity of services delivered over multiple devices. This includes over-the-air device configuration, setting personalization, and timely software and hardware upgrades.

NetCracker's Content Management solution covers multiple aspects of content-based service delivery – from converged billing to service fulfillment and assurance, to service delivery platforms – and allows CSPs to implement the business and operations model that best fits their development strategy.

*“The breadth and depth of NetCracker’s solution and technical expertise will take our operations to an advanced level, one consistent with our 3G and future network deployments. We will now be able to deploy the innovative, high-quality, personalized services our customers demand with reduced cost and faster time-to-market.”*

Marwan Hayek,  
Vice President for Technology, Mobinil

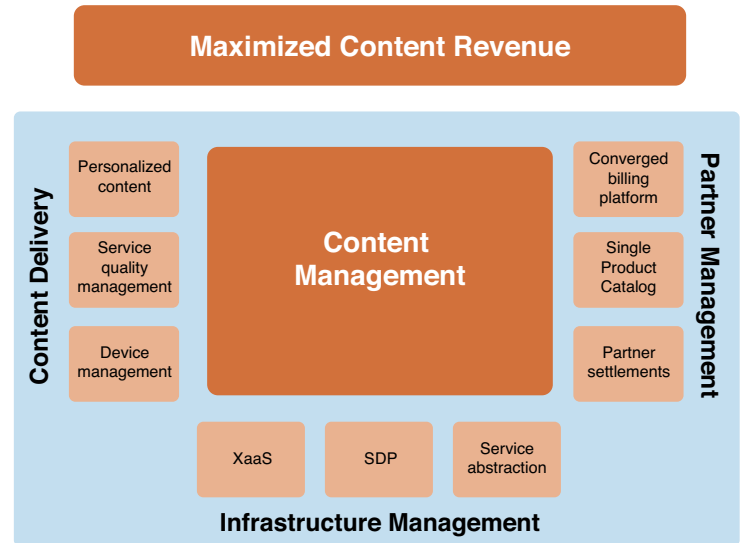


# DETAILS

NetCracker's Content Management solution includes diverse functionality from the Customer Management, Product Management, Revenue Management, End-User Devices, Service Fulfillment & Assurance, and IT Platforms domains of NetCracker's Telecom Operations and Management Solutions Suite.

The solution enables CSPs to abstract services from the underlying network through Service Catalog and Service Inventory and provide optimum customer experience through content-rich service delivery. It also allows the delivery of platform-based applications without spending time and effort on infrastructure maintenance.

The NetCracker Content Management solution includes Infrastructure Management, Content Delivery, and Partnership Management:



## INFRASTRUCTURE MANAGEMENT

Infrastructure Management provides advanced IT and network and operations management solutions for cost- and time-efficient, content-rich service delivery:

- Service Delivery Platform: creates a single environment for next-generation service lifecycle management, including creation, deployment, and execution
- XaaS (Software/Platform/Communication as a Service): manages complex, single-platform-based application environments
- Service Layer Transformation approach: abstracts services from the underlying resource through Service Catalog and Service Inventory

## CONTENT DELIVERY

Content Delivery gives CSPs a complete set of tools for the creation, provisioning, and assurance of multi-partner services delivered over multiple devices:

- Multi-vendor, content-rich service packaging and lifecycle management
- Multi-vendor service orchestration and service quality management
- Interactive advertising and behavior-based content bundling
- Device management (CPE and hand-helds), including remote configurations, updates, personal settings, and over-the-air fault management
- Threshold and limit management

## PARTNERSHIP MANAGEMENT

Partnership Management allows CSPs to streamline service monetization and reduce time to revenue through effective management of relationships with third-party developers and content providers:

- Partner settlements and revenue-sharing models
- Open APIs for facilitated service integration
- A single Product Catalog pre-integrated and synchronized with third-party catalogs
- A converged billing platform supporting real-time, one-off payments

# BUSINESS BENEFITS

NetCracker's Content Management solution enables CSPs to:

- Create competitive, multi-vendor, content-rich service offerings
- Quickly monetize application-based services and content
- Reduce OpEx on IT and network applications
- Reduce time to market and time to cash for new services