

ACCELERATING SERVICE MONETIZATION

RATING & CHARGING

BUSINESS CHALLENGE

Major advances in the telecom market coupled with changing customer preferences and requirements are forcing Communications Service Providers (CSPs) to transform their business and operations in order to stay competitive.

The new world that CSPs are facing is marked by the convergence of previously isolated industries and lines of business. The merging of telecom, IT, electronics, content, and media has given rise to partnership schemes that require a simple, centralized, and flexible solution to streamline the billing of multiple services, enable complex partner settlements and revenue distribution, and reduce time to revenue.

The appearance of next-generation technologies (e.g. all-IP, cloud computing, and service delivery platforms) and the growing popularity of intelligent customer premises equipment (CPE) and multi-functional mobile devices are providing extensive opportunities to create new revenue-yielding services, modify product offerings, and develop targeted marketing campaigns. All of these require a great level of agility on the part of rating and charging systems.

Finally, customers are demanding more personalization — from the services they buy to the way they pay for these services. Customers are looking — and paying — for opportunities to

set personal limits, receive notifications, obtain recommendations, and view their account details — all at the time and from the location they prefer. To guarantee customer satisfaction and provide superior customer experience, CSPs need capabilities for targeted, real-time billing.

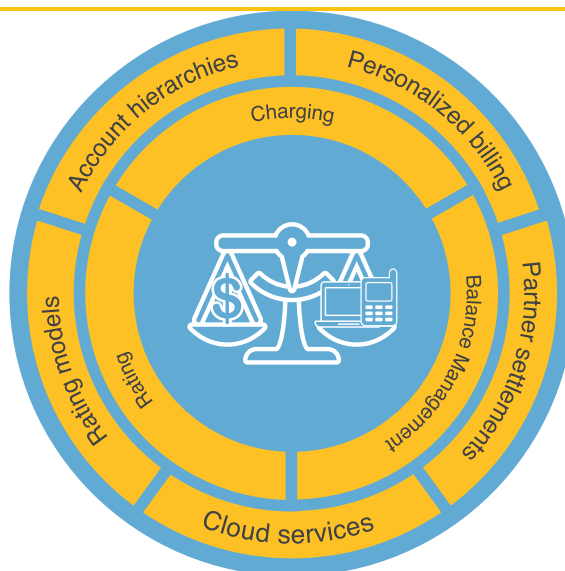
Given these prerequisites, CSPs are looking for a solution that will

ensure their competitive advantage and empower them to support complex tariff models, handle multi-level customer hierarchies, satisfy users' preferences and requirements, and transform the multitude of day-to-day operations into valuable events.

NetCracker's Rating & Charging is part of the high-performance Revenue Management solution — pre-integrat-

ed with other components of the NetCracker Telecom Operations and Management Solutions (TOMS) Suite — that provides CSPs with comprehensive billing capabilities. Rating & Charging helps streamline service monetization and allows the calculation of any service, from any vendor, at any time. It helps optimize operations and reduce time to market and time to cash as it enables flexible and converged bill calculations for all products across all payment methods, channels, and schemes.

NetCracker's Rating & Charging enables CSPs to calculate and charge consolidated customer bills in multi-technology, multi-service, multi-vendor environments. It facilitates the delivery of personalized billing, provides partner settlement capabilities, and supports customer loyalty programs.



DETAILS

NetCracker's Rating & Charging enables CSPs to calculate and charge consolidated customer bills in multi-technology, multi-service, multi-vendor environments. It facilitates the delivery of personalized billing, provides partner settlement capabilities, and supports customer loyalty programs.

Rating & Charging pre-integrates with NetCracker's Customer Management, Product Management, End-User Devices, and Fulfillment & Assurance solutions to guarantee multi-layer data consistency and provide comprehensive support for complex service delivery scenarios.

Rating & Charging includes Rating, Charging, and Balance Management:

The screenshot shows the NetCracker interface for configuring tariff rates. It features a navigation bar at the top with options like 'Navigation', 'Search', 'Help', and 'Log off Administrator'. Below this, there's a breadcrumb trail: 'Catalog Projects > Product Catalog Project > Top Product > Product and Offering Catalog > Telephony > Telephony Tariffs > 8XX Toll Free Calling Service > 8XX Toll Free Calling Price'. The main area is titled '8XX Toll Free Calling Price' and includes a 'Save' button and a 'Cancel' button. A 'Threshold' dropdown menu is set to '0 - 10 000'. The table below shows rates for three destination zones: Canada, Interstate (USA), and USA&Neighbours. Each zone has three rows for 1-year, 2-year, and 3-year contract durations. The table has four columns of rates, with values ranging from 0.024 to 0.160. A 'Rating Parameters' section is visible at the bottom left, and a 'Color Palette' is at the bottom center.

Contract	Threshold	1-year	2-year	3-year
Destination Tariff Zone: Canada				
1-year	0.160	0.160	0.160	0.160
2-year	0.160	0.160	0.160	0.160
3-year	0.160	0.160	0.160	0.160
Destination Tariff Zone: Interstate (USA) Tariff Zone				
1-year	0.035	0.024	0.033	0.032
2-year	0.034	0.033	0.032	0.031
3-year	0.033	0.032	0.031	0.03
Destination Tariff Zone: USA&Neighbours				
1-year	0.058	0.058	0.058	0.058
2-year	0.058	0.058	0.058	0.058
3-year	0.058	0.058	0.058	0.058

RATING

Rating allows for the enrichment of events with additional business information necessary for correct multi-service price calculations. It enables comprehensive rating based on multiple characteristics of complex service schemes and customer accounts (including corporate and household hierarchies):

- Event enrichment with missing business data (e.g. customer type, service type, location, etc.)
- Complex, real-time rating based on multiple parameters

CHARGING

Charging enforces revenue assurance policies, enables rule-based charge generation (including bonus and promotion rules), and supports the management of complex partnership schemes:

- Notification policy support
- Revenue assurance policy support (e.g. personal thresholds and limits)
- Discount and loyalty program support
- Partner settlement support (including monetary and non-monetary third-party settlements)

BALANCE MANAGEMENT

Balance Management enables real-time updates, modifications, and control of customer billing accounts, and enforces balance management policies for service availability management:

- Complex account balance management (including bonuses, discounts, special offers, etc.)
- Real-time balance information management
- Balance status tracking and service availability control

BENEFITS

NetCracker's Rating & Charging enables CSPs to:

- Streamline service monetization and reduce time to cash
- Support service personalization and targeted offerings
- Reduce integration costs
- Reduce time to market for new offerings
- Improve partner relations and facilitate partner settlements
- Enhance customer satisfaction through real-time service calculations
- Ensure service flexibility and configurability