Next-Generation Revenue Management

Monetize digital services and enable a seamless customer experience

As service providers try to emulate the success of web-scale companies like Amazon, Google and Facebook, they need to be prepared to support new ecosystems and business models in addition to their traditional services. Service providers' success will rely heavily on the capabilities of their revenue management systems, which need to be nimble enough to quickly adapt to emerging business models, monetize new, partner-enabled digital services and help create an omnichannel customer experience. Although there have been improvements made in recent years, digital transformation is challenging the capabilities of service providers' legacy revenue management systems.

> **"Part of becoming a digital service provider means being able to deliver digital services to all of our customers without introducing complexities on the billing or experience side. Netcracker's converged solution has made us more agile by bringing together core capabilities onto a single, sophisticated system."**
>
> – Slovak Telekom

Today, revenue management needs to enable the rapid launch, scaling and monetization of new digital services (e.g., 5G, SDN/NFV and IoT) on a single, converged platform. It should also provide multivertical capabilities to help service providers enter new markets while avoiding industry-specific lock-in scenarios.

Network-wide policy enforcement and multidimensional, real-time charging are critical to enabling network slicing and service chaining, helping to define the shifting characteristics of digital services simultaneously. Next-generation revenue management systems should be able to bill for any charges in near real time, as service providers cannot wait until the end of billing cycles to calculate taxes and collect revenues. This all has to be done on demand to retain customer loyalty in the digital economy.

Unification of customer and partner billing management is critical to driving successful digital engagement. Revenue needs to be distributed according to different commercial agreements between partners, which are likely to change dynamically over time. Next-generation revenue management needs to account for multipartner charging scenarios, including IoT, OTT and virtualization, while covering telecom and non-telecom industry segments.

Meanwhile, next-generation revenue management needs to transform customer engagement by enabling a more customized, interactive billing experience based on customer preferences. It should offer self-care functions that allow customers to modify price plans and set up self-controlled spending limits in real time. Also, digital invoices need to shift away from only presenting the price of services to include targeted marketing promotions and notifications that create a tailored customer experience.
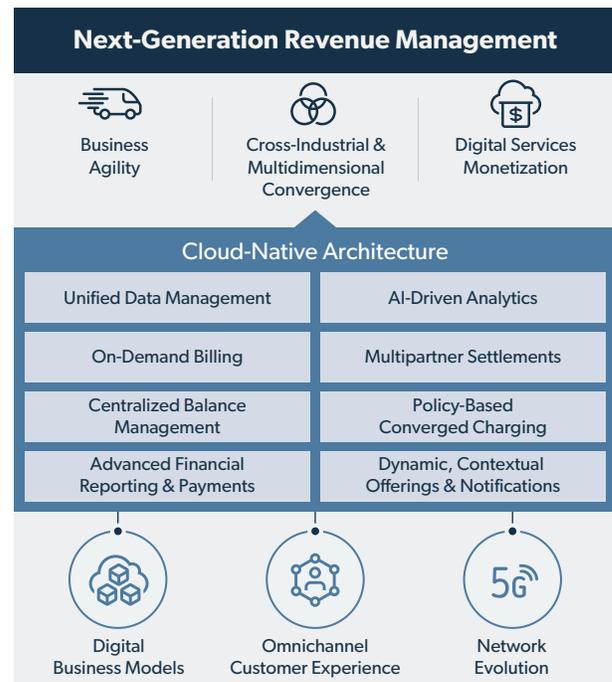
Next-generation revenue management helps to enable seamless customer interactions across any channel. For example, consumers should be able to pay for their services on any device and continue their experience seamlessly on another. Enabling an omnichannel customer experience requires revenue management systems to be agile, utilizing real-time analytics to drive personalized offers and notifications.

Netcracker's Next-Generation Revenue Management solution is the optimal choice for service providers looking for a converged platform to optimize customer experience, monetize innovative new services and provide a foundation for business agility.

Netcracker
An NEC Company

Details

Netcracker's Next-Generation Revenue Management solution delivers the following key capabilities:

Multidimensional Convergence

- > Pre-paid, post-paid and hybrid subscribers.
- > Mobile, fixed and converged services.
- > Traditional telecom and digital services.

Cross-Industry Applicability

- > Real-time, industry-agnostic revenue management.
- > Agile onboarding of partner and third-party commerce models.
- > Open, standards-based integrations.

New, Advanced Payment Mechanisms

- > Mobile banking capable of supporting billions of transactions.
- > One-click carrier billing for partner services (Google Play, Amazon, etc.).
- > Support for non-traditional financial instruments such as Bitcoin and blockchain.

SDN/NFV Commercialization

- > Unified license management and automation of multiple VNF vendor licensing models.
- > Dynamic, personalized multiparty agreements in addition to flexible revenue sharing and settlement.
- > Combined cloud application licensing for bundled offerings.

IoT Monetization

- > Cost-efficient rating and billing for myriad IoT devices.
- > Hierarchical account management for millions of devices.
- > Gadget-based, smart pricing models.

Analytics-Driven Customer Experience

- > Dynamic, personalized offers and notifications.
- > Automated, real-time tariff personalization.
- > Online data quote definition based on a customer's current use of data services.

5G Monetization

- > Slice-based, differentiated pricing and charging as well as cross-slice service bundling.
- > Ability to charge based on a variety of parameters, such as latency, bandwidth and service-level agreements.
- > Support for advanced roaming scenarios, local breakout and eSIM.

Cloud-Native Architecture

- > Support for automated, on-demand scalability and performance.
- > Self-healing capabilities across geographically distributed environments.
- > More frequent releases while remaining stable and secure.

Benefits

Netcracker's solution enables service providers to:

Generate New Revenue

- > Enable new business models and complex partnership schemes.
- > Monetize new cloud-based and virtualized services.
- > Accelerate time-to-market for new service offerings.

Optimize Costs

- > Reduce total cost of ownership by leveraging a unified, converged platform.
- > Ensure zero downtime during maintenance and upgrade activities.
- > Scale revenue management capabilities and target emerging vertical business opportunities.

Improve Customer Experience

- > Generate personalized offers dynamically based on customer behavior.
- > Leverage real-time intelligence and policy-driven billing analytics.
- > Configure multidevice, cross-service products and tariffs.