

# DIGITALK PREPAID MOBILE

## PRODUCT DATA SHEET



## DIGITALK PREPAID MOBILE

DIGITALK Prepaid Mobile applications enable Mobile Virtual Network Operators to take full control of service charging and customer care, allowing them to differentiate their service from the competition and to target promotions and pricing to distinct target markets.

### FEATURES

DIGITALK Prepaid Mobile applications support the following features:

- Convergent prepaid charging for voice, video, messaging and data
- Prepaid service charging over fixed and mobile networks, including mobile roaming
- Prepaid service charging as a network operator, virtual network operator or service provider
- Highly flexible rating and charging, including service feature charging and usage packages and bundles
- Payments and feature integration, including voucher top-up, voicemail
- Combined subscriber accounts supporting multiple applications, including Broadband Telephony
- Complete network, service and account management
- Bulk account configuration interface e.g. to support mobile SIM card provisioning
- CDR charging interface e.g. as a backup interface or to support non-real-time service charging scenarios
- Optional least cost routing to maximise call margins

### BENEFITS

- Full charging control for virtual network operators and service providers
- Rapidly implement competitive rates and targeted promotions
- Single prepaid platform for multiple services over multiple networks
- Convergent service charging for increased ARPU and customer retention
- Early market entry with rapid network integration based on a standards-based interface
- Competitive advantage with advanced mobile features, including prepaid mobile roaming, multimedia messaging and internet
- Increased margins using DIGITALK Multiservice Platform for international and mobile terminations

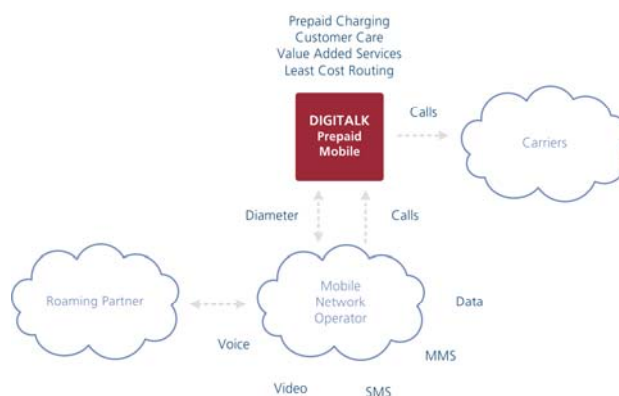
## MOBILE VIRTUAL NETWORK OPERATORS

MVNOs have been growing rapidly worldwide, especially in Western Europe, North America and Far East. MVNOs provide the Mobile Network Operator (MNO) access to new market niches, which may be particularly important in saturated markets.

Recently, the ethnic MVNO market in particular has started to grow to offer users of international prepaid cards the convenience of mobile calling with relatively low international termination rates. Key requirements for successful ethnic MVNOs are innovative pricing options and the ability to maximise margins on international calls, capabilities not available with a simple mobile reseller model.

The DIGITALK Credit Control Application is particularly well suited to the ethnic MVNO market. It builds on the real-time rating and balance management engine at the heart of DIGITALK's market-leading Prepaid Cards application. Standards-based integration with the MNO enables the MVNO to gain early time to market, of great importance in the prepaid market.

The DIGITALK Multiservice Platform can be used alongside the Credit Control Application to support least-cost carrier routing so that service providers can maximise call quality at minimal cost in order to offer highly competitive mobile international calling.



The DIGITALK Credit Control Application supports prepaid charging by MVNOs for voice, messaging and data services carried on the MNO network. Where available from the MNO, full support is provided for roaming services, providing a significant differentiator over other prepaid mobile services.

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## REAL-TIME RATING AND BALANCE MANAGEMENT

The DIGITALK real-time rating and balance management engine provides the core of DIGITALK's Prepaid Mobile applications. Developed to meet the very demanding requirements of the international prepaid calling card market, its features include:

- Charging for multiple simultaneous services per account
- Time of day and day of week charging and per millisecond granularity
- Usage packages and bundles – calls, minutes, messages and value
- Roaming charging based on roaming partner network or location as well as call destination
- Charging for both originating and terminating calls and messages
- Feature charging e.g. voicemail, roaming

Calling packages enable service providers to offer preference rates or promotions. Examples include bundled minutes to a range of destinations and discounted rates to 'friends and family'. Further flexibility is enabled by the ability to apply sign-up and recurring charges to calling packages. Service providers can then choose to charge fees for the baseline service or the targeted calling package.

Calling bundles allow the service provider to add temporary or value-limited charging promotions to a user's account, on top of any existing calling package that may be supported.

Users may purchase bundles from customer services, by buying a voucher or by accessing a self care web site, or the account may be automatically credited with a predefined bundle.

## PROVISIONING AND CUSTOMER CARE

Using the DIGITALK SERVICE management application, operators can define the service profiles that allow them to offer the features relevant to their target customers. Services can be managed by the operator using a single interface.

DIGITALK SERVICE provides platform operators with a complete customer care solution ensuring that they have all information to hand to support customers from service activation and usage to charging and payments.

To simplify rates management, a number of wizards to create codes and zones, import and export rates, carry out bulk modifications, and to perform tariff plan integrity checks are supported. To ensure traceability, a full history is maintained of all changes applied to tariff plans.

Zone	Time of Day	Ans Charge	Next Period	Next Charge
Afghanistan	Any Day	0.0089	1.000	0.0089
Afghanistan Kabul	Any Day	0.0089	1.000	0.0089
Afghanistan Kandahar	Any Day	0.0089	1.000	0.0089
Albania	Any Day	0.0028	1.000	0.0028
Albania Mobile	Any Day	0.0028	1.000	0.0028
Albania Tirana	Any Day	0.0028	1.000	0.0028
Algeria	Any Day	0.0028	1.000	0.0028
Algeria Algiers	Any Day	0.0028	1.000	0.0028

## DIGITALK CREDIT CONTROL APPLICATION

The DIGITALK Credit Control Application is a standards-based prepaid charging solution for MVNOs and other service providers. Integration with the host network is based on IETF and 3GPP standards using the Diameter protocol. The solution supports multiservice rating, balance reservation, event rating and additional features such as balance requests and voucher top-up. Relevant standards include:

- IETF RFC3588. Diameter Base Protocol
- IETF RFC4006. Diameter Credit Control Application
- 3GPP TS 32.260: Telecommunication management; Charging management; IP Multimedia Subsystem (IMS) charging
- 3GPP TS 32.299: Telecommunication management; Charging management; Diameter charging applications

The DIGITALK Credit Control Application provides the MVNO with a significant advantage over mobile resellers by allowing full and immediate control of rates, with the additional ability to offer calling bundles and packages to increase customer acquisitions, customer retention and service use.

Using the DIGITALK Credit Control Application, the MVNO can additionally offer prepaid mobile roaming, mobile internet and multimedia messaging. With the additional deployment of the DIGITALK Multiservice Platform, the MVNO can also take full control of carrier routing to drive down international and mobile termination fees and so increase call margins for a highly profitable service.

## DIGITALK MOBILE INDIRECT ACCESS

DIGITALK Mobile Indirect Access enables MVNOs to manage all subscriber traffic, providing additional service features such as voicemail and IVR payments, and taking full control of carrier routing to maximise call margins.

Using DIGITALK's real-time rating and balance management engine, the solution fully supports the application of innovative pricing models, calling packages and bundles, and prepaid messaging.

The DIGITALK Mobile Indirect Access solution can in addition be combined with other DIGITALK applications, such as Broadband Telephony and IP Virtual Office, to provide convergent service charging and operation on a single Multiservice Platform.

## DIGITALK MULTISERVICE PLATFORM

The DIGITALK Multiservice Platform supports a range of consumer, business and carrier applications, including Prepaid Cards, Broadband Telephony, IP Virtual Office, Conferencing and Prepaid Wholesale.

The DIGITALK Multiservice Platform supports deployment as an NGN SIP Application Server or hybrid IP / TDM platform. The platform includes complete OSS and BSS modules, including Least Cost Carrier Routing and the STUDIO Service Creation Environment, for rapid service rollout and low operations costs.