

# Acision Mobile Data Charging



**Key benefits:**

- A single charging solution, covering all voice and data services for all subscribers
- Lowers OPEX & CAPEX – Acision charging solutions use 50-80% less hardware than traditional IN systems
- Eliminates bill shock and fraud with 100% revenue assurance and real-time spend control for prepaid and postpaid customers
- Improves customer loyalty and reduces churn with innovative tariff plans, promotions and loyalty schemes
- Provides a modular and cost-effective migration path from an adjunct charging function to full a convergent rating and billing solution to meet the growing needs of an operator’s business
- Enables improved time to market for new service offers with enhanced flexibility, allowing customer changes to be completed through local configuration in days, not months
- Extensive library of network and billing system adapters for ease of integration with current infrastructure

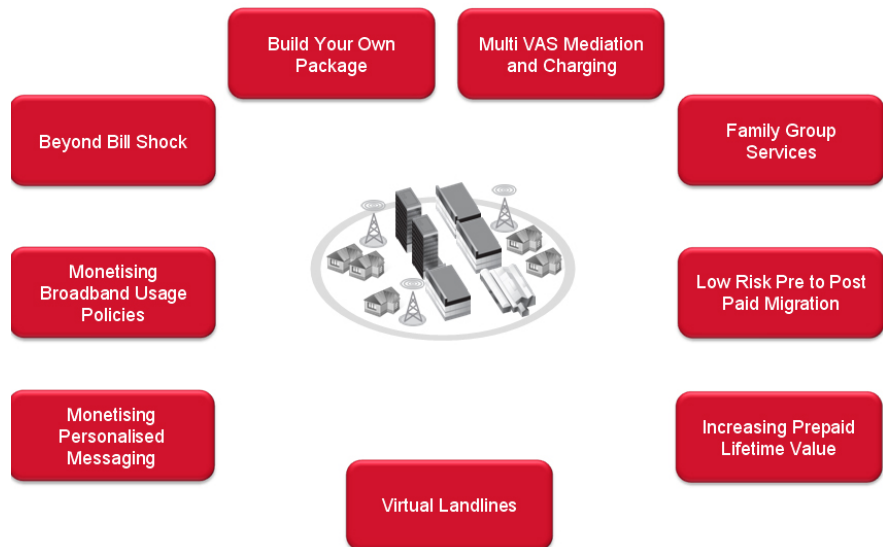
**Securing Total Revenue Capture**

With more than fifteen years of experience working with operators globally, Acision is a world leader in real-time charging. Acision was one of the first companies to successfully launch a prepaid system; one of the first to enable charging for SMS; and has since continued to innovate, providing market leading charging products that enable operators and service providers to secure total revenue capture.

Operators today face a number of challenges - they need to personalise and enhance the consumer experience, provide new and innovative offers that will improve customer retention, minimise operational costs and eliminate revenue leakage. All of these challenges need to be addressed in a challenging economic climate where OPEX & CAPEX need to be low and return on investment achieved as quickly as possible.

Acision’s charging solutions offer operators an evolutionary approach that enables modular growth from a single charging function to a fully convergent rating and billing system. This innovative, modular approach has been designed to add flexibility and extend the lifespan of existing infrastructure, as well as expanding to meet the growing needs of an operator’s business. This means operators can rapidly launch highly flexible and personalised charging whilst keeping OPEX and CAPEX costs to a minimum.

Acision’s charging solutions provide operators with a means to launch innovative and differentiated services that not only empower their consumers, but ultimately increase profitability for the operator. A range of the use cases that Acision’s charging solutions enable are illustrated below.

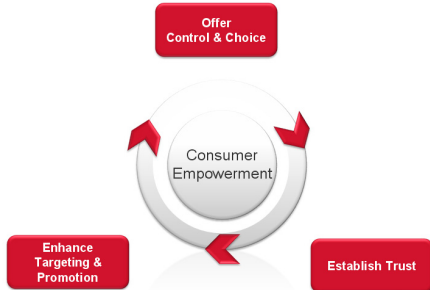


**Consumer Empowerment**

Central to revolutionising how operators launch & charge for services and enable the level of differentiation that modern consumers require is to introduce a cycle of consumer empowerment which will provide the consumer with greater flexibility to tailor their packages as their needs change.

## Offer Control & Choice

At present, consumers often have to choose from tariff packages which are not tailored to their individual needs. There appears to be little awareness of the potential add-ons that can provide users with enhanced value and benefit operators' bottom line. For instance, if subscribers had the capability to provision and adapt their service offerings as and when their needs evolve, this in turn could provide operators with additional revenue streams during the life-cycle of a subscriber's contract.



## Establish Trust

Consumers have limited control over their awareness of spend, particularly around data services, and are too frequently hit with 'bill shock' which erodes trust. Subscribers want to pay for what they get value from and not for a megabyte. This is particularly important in relation to roaming charges: research conducted by Acision last year illustrated that 50% of subscribers said that having a real-time indication of their spend would encourage them to spend more. Therefore, the introduction of more transparent pricing models could turn the fear of bill shock (which discourages mobile data usage) into an additional revenue-generating opportunity.

## Enhance targeting & promotion

Tiered pricing plans can create sales opportunities from capacity issues: by charging per usage of applications and services instead of per megabyte, operators can drive more value from targeted segments. This can facilitate the rapid creation of segmented reward and promotional campaigns, which in turn can increase customer loyalty and drive new revenue streams.

The move towards a cycle of consumer empowerment which will engender greater control and trust among subscribers and create new revenue opportunities for operators is essential to developing and delivering mobile broadband pricing strategies which are more compatible with the service they are providing. Only through the introduction of more flexible pricing strategies can operators fully realise the profit potential of mobile broadband.

Acision's charging solutions are comprised of a number of products and add-on capabilities as shown below.

### For more information

To contact your nearest regional office, please visit our website or email: [contact@acision.com](mailto:contact@acision.com)

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Whatever the challenge, Acision's charging solutions provide operators with a flexible, innovative and cost-effective platform to meet ever changing market requirements and stay ahead of the competition.