

Build a flexible charging system – turn charging into a marketing advantage with *charge@once select*

Nokia Siemens
Networks



Today's communications market is driven by commoditized voice services, new, quickly evolving technologies and stagnant customer growth in many countries. Additionally, competition between communication service providers (CSPs) is fiercer than ever, setting new challenges to defend market share.

These market dynamics and fierce competition have thrown up a number of new challenges that a CSP needs to overcome in order to secure competitive advantage and even achieve a leading position in the market.

The challenges include:

- Quickly respond to changing user and enterprise needs
- Shorten time-to-revenue
- Focus offerings on individual customer preferences and demands for service bundles
- Improve end-user experience and achieve customer satisfaction
- CAPEX/OPEX saving by consolidating the environment
- Operate in a scalable, reliable and efficient way

The response of Nokia Siemens Networks to such business challenges is the productized prepaid solution based on *charge@once select*.

Nokia Siemens Networks, the preferred partner for CSPs

"As 70% of our customers are prepaid, our revenue is closely tied to their satisfaction. In order to serve them even better, we selected the Nokia Siemens Networks prepaid solution as it allows us to quickly and flexibly respond to changing customer needs and focus our offering on customer preferences."

– Barrak Al Sabeeh,
CEO, ZAIN Kuwait

World leading pre-paid solution

charge@once select is a state of the art online charging product that offers a comprehensive set of selectable and ready to use marketing use cases. These can be configured by the solution's *Offer manager* to build a number of different marketing campaigns.

Using *charge@once select*, a CSP can build a business model that will help it achieve such goals as long term growth, profitability, high customer satisfaction and loyalty.

The flexibility of the product allows the use cases to be tailored to additional specific market needs using Nokia Siemens Networks' *adapt@once* professional services.

Innovative yet market proven charging features have made *charge@once select* the world-leading prepaid solution, a success based on Nokia Siemens Networks' 15 years of experience in providing value adding service solutions.

One answer for all uses

charge@once select offers charging and rating functionality for all types of network (fixed, mobile, IP), all types of prepaid customers, and all types of service (voice, data, messaging, download, instant communication etc).

charge@once select:

- provides a large number of configurable marketing use cases which are contained within the charge@once application
- incorporates the powerful Offer manager which enables convenient configuration of the charge@once marketing use cases
- is based on the proven Runtime environment, which meets the demands of convergent voice and data networks while meeting the highest performance, availability and reliability requirements. The Runtime environment also embodies the outstanding online rater which allows a wide range of rating and charging options. Standardized interfaces allow easy connection to the CSP's network environment.

Exploiting the full potential of the market

The productized use cases provided by charge@once select can be quickly adapted at the CSP's site, in a quality assured manner, to meet specific market needs using adapt@once professional services. These are conducted by a highly qualified team of Nokia Siemens Networks' experts.

charge@once application

- Selection of ready to run marketing use cases
- Customer specific differentiation via adapt@once

Offer manager

- Configuration of marketing use cases

Runtime environment

- Best in class online rating
- Highest network connectivity via standardized interfaces
- Carrier grade availability and reliability

Fast, flexible and easy to use

Value for CSPs

- Fast roll-out of new offerings
- Covering all current online charging features
- Easy adaptation of offerings for successful differentiation
- Prepared for future challenges
- Short release cycles providing new features and feature enhancements
- Reliable and powerful carrier grade platform
- Optimized Total Cost of Ownership

Value for users

- Tailored to changing personal preferences and lifestyle
- Flexible tariff options
- Cost transparency and spending control

Worldwide commercial successes

Nokia Siemens Networks charging solutions are used by 250 service providers serving more than 500 million online customers. With over 20% market share in charging solutions and one of the largest global footprints of any communications vendor, Nokia Siemens Networks can use its wide experience to best serve CSPs.

Reinvent the charging market

charge@once select helps you achieve fast rollout of valuable offers that can reduce churn, improve ARPU and increase market share. By making adaptations at the CSP site with adapt@once, the CSP can quickly respond to changes in local market situations, helping it differentiate itself from competitors.

With charge@once select, Nokia Siemens Networks not only helps CSPs to face their business challenges successfully, both now and in the future, but also helps them anticipate and reinvent their online charging market.