

# charge@once business

## Enriched customer experience and streamlined business processes

### Next generation customer care and financials

Nokia Siemens  
Networks



The rise of multimedia services and Web 2.0 applications, combined with the advent of new business models, have led to a demand from customers for offers and payment methods that meet their specific needs.

Communications service providers (CSP) have responded to this by recognizing that the charging environment, in which prepaid and postpaid exist in separate domains, does not support customer-centricity.

Rising competition has also led CSPs to recognize the need for enhanced flexibility and streamlined, unified processes. Achieving this will give them a complete picture of the customer's needs and behavior and allow them to react quickly with targeted offers.

The whole unified charging and billing solution builds upon *charge@once unified* and *charge@once business*.  
Read more at [www.nokiasiemensnetworks.com/unifiedchargingandbilling](http://www.nokiasiemensnetworks.com/unifiedchargingandbilling)

#### Breaking the walls – the customer-centric approach

To help CSPs meet these challenges, Nokia Siemens Networks has developed the Unified charging and billing solution.

By moving its functions to horizontal modules, Nokia Siemens Networks makes traditional billing systems obsolete.

A new layered architecture allows CSPs to offer all products to all types of customer simultaneously, as every function applies to the entire customer base and to the entire product portfolio.

This overcomes the traditional restrictions of service shaping, simplifies CSPs' workflows and reduces operational spending.

#### Our pre-integrated Unified charging and billing solution comprises:

- *charge@once unified* consolidates the telecommunication-specific charging and billing functions (telco layer). This fully in-house developed solution uses a single rater for all continuous and bill-time rating and discounting.
- *charge@once business* complements the enterprise-generics of the customer centric solution, providing unified customer care and financial capabilities. Based on market-leading products, it can be enhanced easily with additional CRM/ERP functions.

#### *charge@once business:* Improved business flexibility and operational efficiency

Nokia Siemens Networks' *charge@once business* enables competitive advantages through its:

- Customer-centric approach
- Operational streamlining
- Open interfaces.

The product provides a convergent customer care solution for pre- and postpaid customers, regardless of payment channel. With the complete online view, made possible by accessing only one charging and billing system, CSPs can target marketing campaigns to specific customer segments, independent of payment channels. This improves the success rate, service quality and time-to-customer, while also delivering an enriched customer experience.

With a minimum number of components and its clearly focused interfaces, *charge@once business* produces streamlined workflows significantly reducing operational efforts. In addition, customer self-care lowers help desk costs.

*charge@once business* is easy to extend with additional CRM/ERP functions, allowing a true unification of the infrastructure as well as the business processes for the entire customer and product base.

A highly consistent solution set-up minimizes revenue leakages, while faster and simpler operation reduces time for rollout, for example, as a reaction to an initiative by competitors, as well as time to profit.

The open SOA (Service Oriented Architecture) based integration layer further eases integration within the CSP environment.

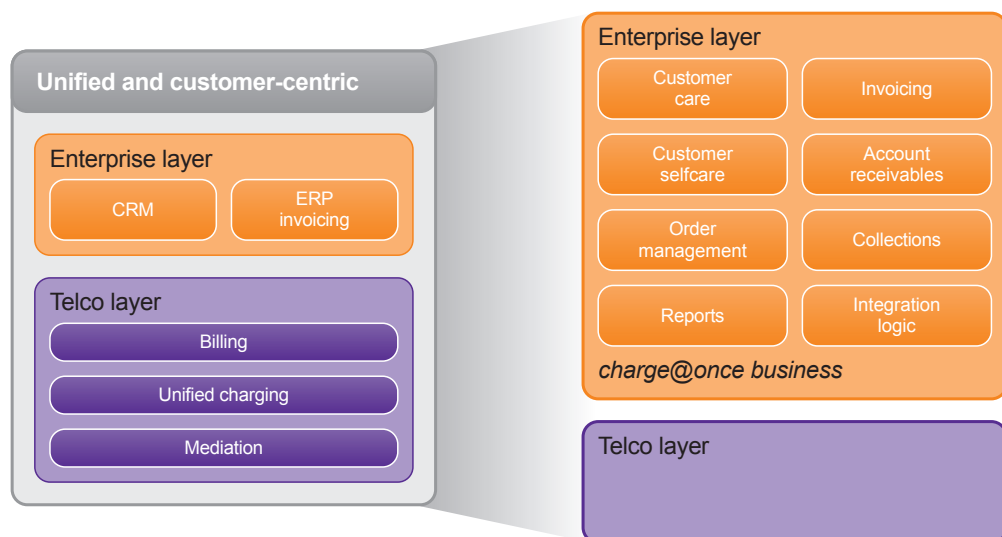
The pre-integration with *charge@once unified* guarantees the alignment of data structures, processes and a comfortable deployment with low risk.

### *charge@once business* modules

*charge@once business* covers all functions related to customer care and financials. It is modular, flexible, consistent and highly scalable. Based on market-leading products it can easily be extended with additional CRM/ERP functions.

### Unified customer care and self-care

*charge@once business* extends the traditional customer care functionality, providing a single customer care application with multi-channel access. This gives CSPs a customer-centric view of all users and their environment.



The product supports key customer care business processes, including:

- Customer self-care
- Customer lifecycle management
- Customer contract management
- Service activation
- Order management
- Billing management.

Extended CRM capabilities (for example business analytics) can be provided easily.

### Financials

Nokia Siemens Networks' two-layer approach divides the billing process into telecommunication specific and enterprise generic billing tasks.

The financials of *charge@once business* cover the enterprise part of the billing process and provide common enterprise business management functionality, such as:

- Invoicing and accounts receivables
- Payments and collections
- Reporting
- General ledger interface.

Additional enterprise layer capabilities such as enterprise reporting and resource management can also easily be provided.

### Seamless integration with *charge@once unified*

Aligning the telco layer with the enterprise layer requires open and flexible integration capabilities. In our Unified charging and billing solution, telco and enterprise layer integration is based on SOA technologies like Simple Object Access Protocol (SOAP) to access the telco layer as a web service. This allows the flexible integration of system components into a future-proof Business Support Systems architecture.

### Worldwide success and competence

*charge@once business* and *charge@once unified* are based on our success in providing carrier grade communication solutions. This includes our flexible prepaid solutions to the mobile market, where Nokia Siemens Networks has achieved a leading world market position.