

charge@once unified

Differentiate with flexibility and transparency

Next generation unified charging and billing

Nokia Siemens
Networks



Dividing customers into prepaid and postpaid segments worked well when services were limited to voice and SMS. However, the rapid rise of multimedia services, mobile broadband and Web 2.0 applications has led to customers wanting the convenience of choosing and paying for services in a way that meets their specific needs.

Postpaid customers want more control over their spending, particularly when it comes to new services. They also want to be rewarded for their loyalty, for example by being able to use their earned bonus rewards immediately.

Prepaid customers welcome being treated in a more personal way, with loyalty rewards, more recharge options and even the ability to pay for some services, particularly voice, using postpaid methods. For example, they may want a postpaid contract for business calls in the day and a prepaid service for private evening calls. Even postpaid customers may demand the ability to choose prepaid methods for some services.

Communications service providers (CSP) can become pre-occupied with the management of their networks. Most of all they are concerned that their charging systems, in which prepaid and postpaid exist in separate domains, do not practically support the need to unify charging and billing. In most cases, this objective could only be achieved by incurring huge operational costs.

What is clearly needed by CSPs is a method that allows customer-centric unified charging and billing. This will allow them to concentrate on winning new business by satisfying the demands of their customers and focusing more on customer experience.

The response of Nokia Siemens Networks to such business and technological challenges is the Unified charging and billing solution, of which *charge@once unified* is a key component.

Focus on the customer

Nokia Siemens Networks *charge@once unified* helps CSPs win new business by adopting a customer-centric approach, giving a complete '360° online view' of the customer and ensuring a competitive advantage.

A new layered architecture allows CSPs to simultaneously offer the same products to all types of customer, whether prepaid, postpaid or hybrid, as every function applies to the entire customer base and to the entire product portfolio. Services can be offered across the customer base with innovative tariffs and credit control to improve competitiveness and differentiation. This allows CSPs to overcome the traditional restrictions of service shaping, for example, by payment method and put their customers at the center of all offerings: *charge@once unified* provides true customer-centric online and offline charging and billing, providing maximum flexibility, consistency and operational efficiency.

The whole unified charging and billing solution builds upon *charge@once unified* and *charge@once business*.
Read more at
www.nokiasiemensnetworks.com/unifiedchargingandbilling

Save operational costs

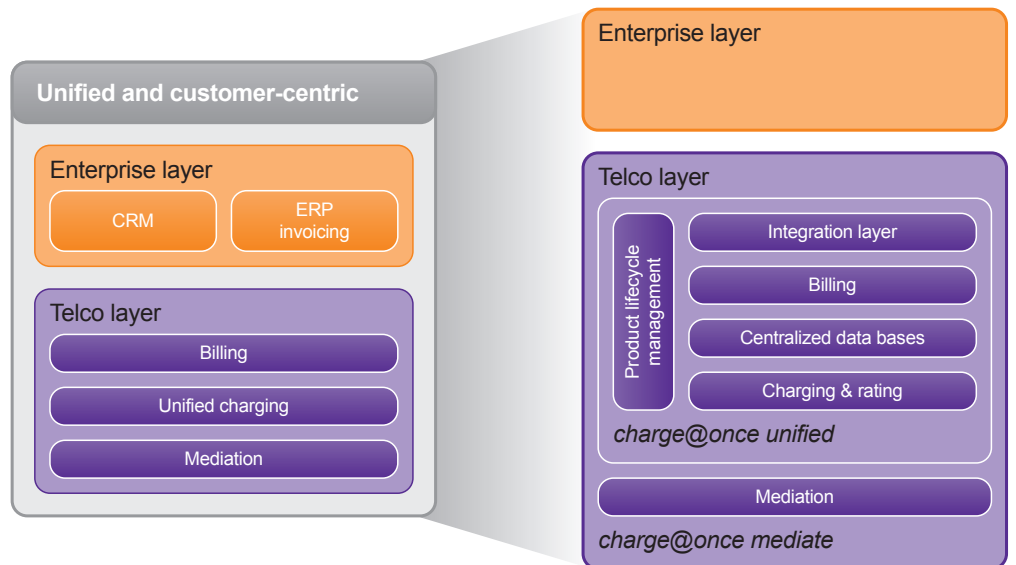
charge@once unified reduces operational costs significantly because its few systems and components, with cleanly focused interfaces, result in reduced complexity. An example is the elimination of routing needs and more efficient component interactions. Its streamlined workflows improve efficiency, for example, allowing prepaid or postpaid to be rapidly and flexibly assigned as attributes to customers, users and services.

charge@once unified components

The online charging server provides the flexible charging and rating logic and charges telecommunication actions based on SS7 or IP messages. All charged actions affect in real-time the related accumulators in the customer database and create events and optionally tickets in the event history database for further processing by other systems.

The offline charging server provides cost optimized charging and rating of charging records, based on the same rating engine as the online charging server. The offline charging server enhances our proven real-time rating system with the flexibility to rate postpaid subscribers online or in a cost-effective offline mode, independently of the payment channel.

Both on- and offline charging servers use the same rating engine, which makes product management for pre- and postpaid much easier because a product does not need to be defined twice.



Customer database server keeps all telco layer specific customer data, including customer accounts. This provides full flexibility for rating and charging hierarchies and groups of online, offline and hybrid customer structures.

The event history database server stores information on which customer has used which service at what time. It includes the rating results, both with respect to further re-uses in later rating, accumulation phases and later billing runs, as well as access via CRM and invoicing. The event history gives the CSP an in-depth and online insight into the complete customer base. This can be used for operations such as reporting, supervision of all subscriber activities, segmentation, administration and customer care.

Billing is responsible for bill cycle management, accumulation, discounting and taxation. It also triggers bill runs and provides journaling aggregates for the ERP, performed by invoicing.

Offer management provides the tools for definition of new business functionalities, such as offers, products, and the distribution of information to *charge@once unified* from CRM and billing.

The telco interface server holds the logic needed at the telco side to split the work between the telco layer and enterprise layer, in terms of accessing and modifying data such as internal provisioning.

A strong competitive advantage

The Nokia Siemens Networks *charge@once unified* offers rating and charging of content, events and sessions in circuit and package switched networks, independent of the payment method. It is a modular, highly scalable and flexible product, ensuring a competitive advantage through its customer-centric approach, enabling cost savings and providing open interfaces for a smooth integration in the CSP's existing charging and billing environment. It completely covers the telco layer and is prepared for easy integration with enterprise layer systems (CRM, ERP) by providing powerful telco layer access functions.

Worldwide success and competence

charge@once unified is 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.