



Solution Highlights

MIND-iPhonEX and Cisco NetFlow

- Uniquely rate data for each service
- Fine-grained metering of upstream and downstream flows
- QoS measurement and billing

Comprehensive rating and billing for data services

Service providers are looking for new types of data services that will attract enterprise customers and generate new revenue based on the actual usage and bandwidth, not simply on a flat charge for the capacity of the line to the enterprise. Being able to rate and bill these customers on the actual usage and bandwidth is a great advantage for both the service provider and the customer.

NetFlow is a very popular solution from Cisco, designed to produce usage data of IP flows. NetFlow FlowCollector is an add-on solution from Cisco, designed to collect, filter and

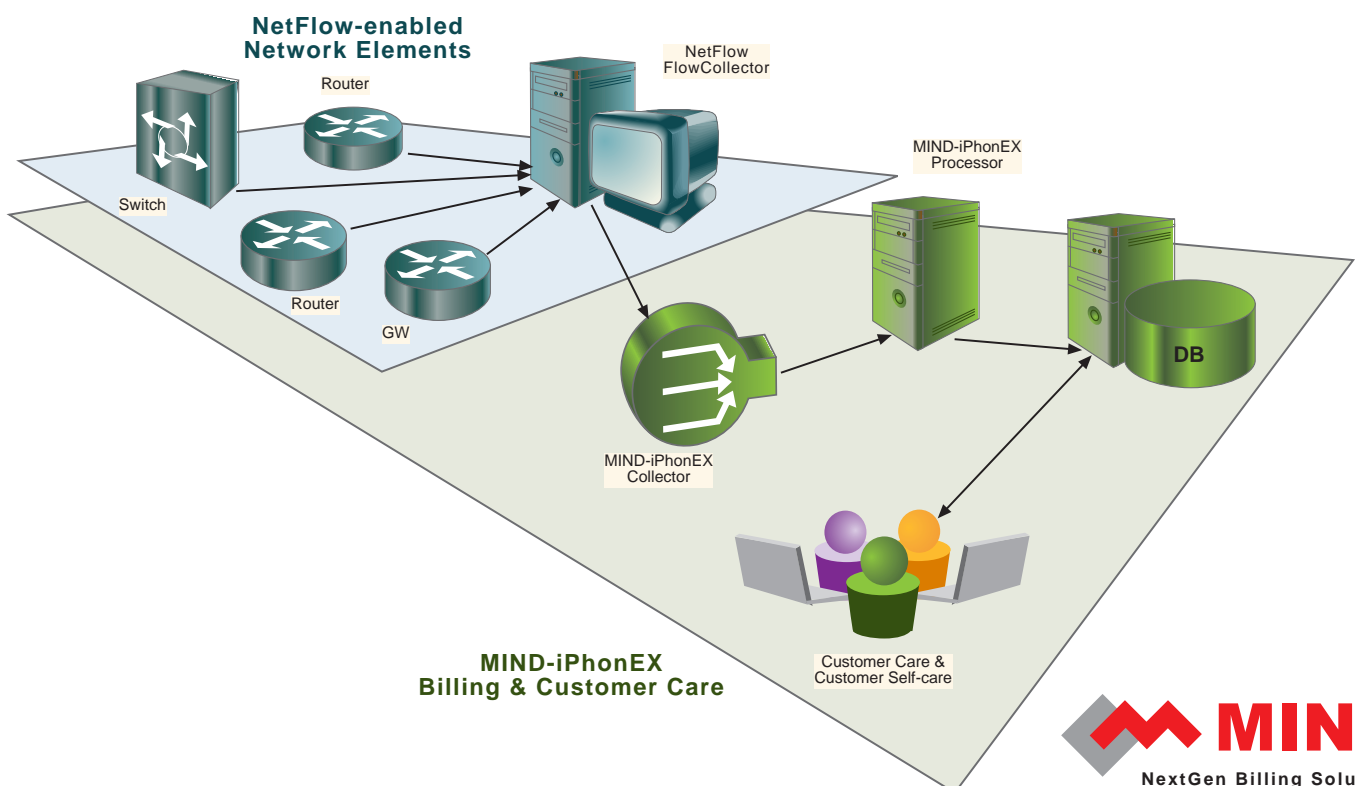
MIND-iPhonEX[®]
Billing & Customer Care

aggregate NetFlow data records from multiple sources. MIND-iPhonEX supports the retrieving of service-specific data flow information from the NetFlow FlowCollector and the charging of customers according to the actual service usage.

Using MIND-iPhonEX, service providers can tailor the billing to:

- Time of day
- Application
- Quality and Class of service
- Bandwidth
- Volume of data
- On-net or off-net traffic
- Traffic class (i.e., going through a secure tunnel, high-speed link, or special arrangement)

Using flow data from Cisco NetFlow, MIND-iPhonEX is able to rate the data separately for each service. The charge per



kilobyte for a VPN service can be different from the charge for application hosting or content distribution. Service providers may charge differently for the data sent upstream or downstream for each service.

MIND-iPhonEX can also compare the Quality of Service (QoS) delivered with respect to the Service Level Agreement (SLA) for each customer and service, and automatically discount service charges for QoS shortfalls.

Usage-based rating and advanced billing

The MIND-iPhonEX rating engine offers flexible rating methods for usage-based services. Different rates are applied according to the service type and its direction (inbound vs. outbound). The MIND-iPhonEX rating engine supports setup, recurring and usage charges. Recurring charges can be fixed or variable, based for example on the SLA. Usage charges can be based on various parameters including duration, number of bytes, QoS, time-of-day, etc. Both stepped and tiered dropping rates are enabled.

In the case of usage-based services offered to enterprises, the full enterprise hierarchy can be represented in the MIND-iPhonEX system, and charges and bills can be split between the various entities. For example, the company can be charged a recurring fee, while each department is charged according to the actual data usage. The billing amounts can be further split between the different levels of the accounts hierarchy.

Customer care, subscriber self-care and service administration

MIND-iPhonEX helps service providers control the expenses involved in operating usage-based services. Key management and support functions can be pushed to the customer's IT department or to the end-

users themselves through MIND-iPhonEX's Web-based interfaces.

MIND-iPhonEX Web interfaces provide up-to-the-minute account information for both subscribers and Customer Service Representatives (CSRs). Using the WebClient application, CSRs can easily create, search and modify accounts, view account activities, balances and invoices, and perform billing operations.

MIND-iPhonEX customer self-care reduces operational costs for the service provider while giving subscribers the personalized real-time service they demand, anytime and anywhere. MIND-iPhonEX WebBill enables subscribers to easily register for services, pay and view the status of their accounts online.

Flexible bundling of services

MIND-iPhonEX's flexibility enables providers to bundle usage-rated services into packages that reflect the most current market trends and demands. Each service has its own tariff plan that can be changed globally or relative to the specific service activation date. Service providers can offer customer-centric usage-based promotional packages, increasing customer retention and enabling penetration into new or targeted market segments.

Distinctive products

A distinctive and competitive product in today's broadband, frame-relay and leased-line service world should offer enhanced usage-based services. New services require flexible and comprehensive rating plans that can be bundled in a wide variety of promotions and product offerings. The solution needs to be seamless and easy to operate. MIND-iPhonEX and Cisco NetFlow provide the clean and simple solution needed to add new services and increase revenue.

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