



# Solution Highlights

## Interconnect and partner management in the content age

- Content, data and voice settlements
- Real-time revenue management
- Flexible and advanced agreement management

### Sharing and assuring revenues

Today's network operators conduct business with an increasing number of partners. Service providers work collaboratively with roaming and interconnect partners, content providers, aggregators, ASPs and other partners to successfully meet the business and technological challenges of the ever-changing communications market.

MIND-iPhonEX is a multi-service platform that enables any service, starting with legacy voice interconnect agreements - inbound, outbound and transit-, up to messaging, content and application revenue sharing. Its flexible functionality, high performance and painless adoption of innovative business models allow service providers to seize valuable partnerships.

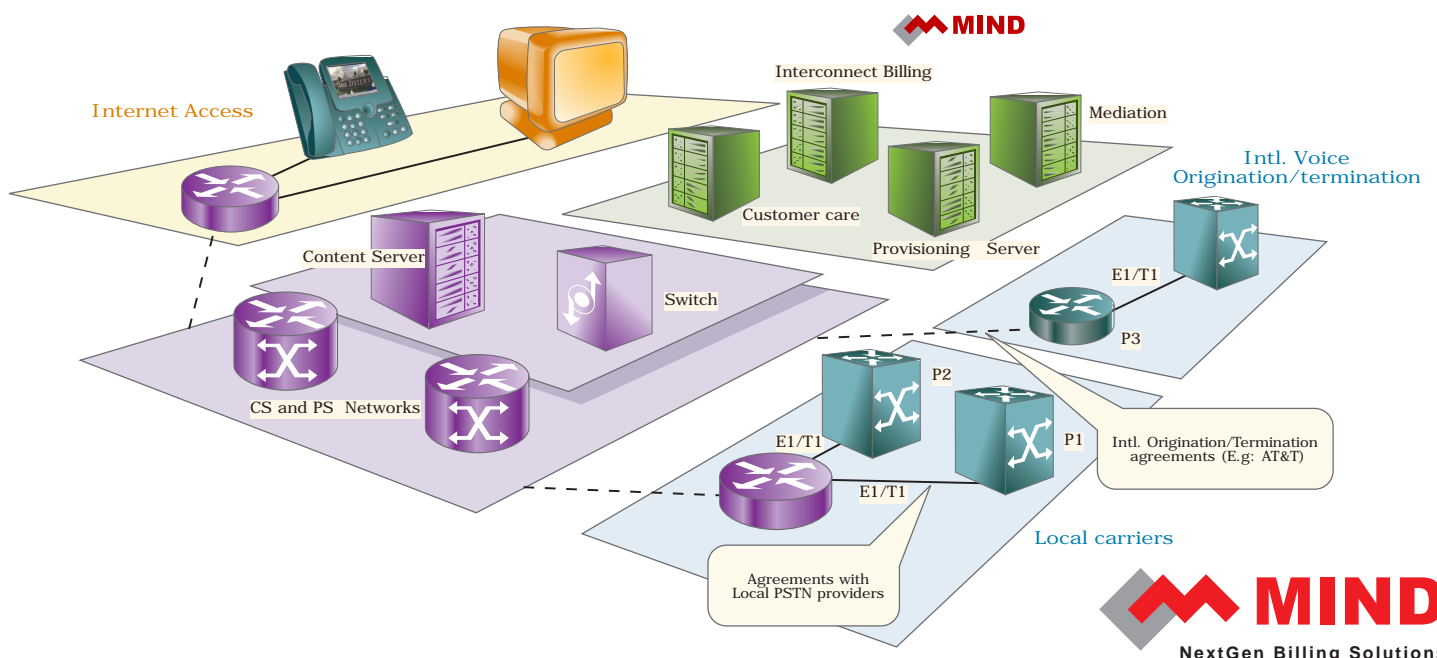
MIND-iPhonEX's robust partner management solution covers

**MIND-iPhonEX<sup>®</sup>**  
Billing & Customer Care

all types of partnership agreements, ranging from commission-based agreements applicable to distribution and channel partnerships, to usage and content-based agreements applicable to content providers and roaming partners. MIND-iPhonEX makes it simple to define, manage, rate and bill a wide range of settlement agreements.

When managing a complex web of partners and vendors, service providers must share revenues and prevent revenue leakage. Providers must apply revenue-sharing schemes that match their business models and value chains, to guarantee both their own and their partners' profitability. Sharing risks with partners is essential to protect revenues. MIND-iPhonEX delivers great flexibility in defining revenue-sharing as well as risk-sharing models.

The MIND-iPhonEX Partner Management solution helps operators and service providers meet the challenges of complex business models, underlying technologies and innovative NextGen services. With its real-time, scalable and flexible rating engine, MIND-iPhonEX offers service providers all the amenities needed to maximize revenues from



their infrastructure and make the most of any collaboration.

## Generating value throughout the value chain

To increase profit margins, service providers must intensify subscribers' usage by offering a variety of services and applications. Service providers are therefore required to cooperate with numerous content aggregators, application providers, vendors, channel partners, virtual providers (VSPs and MVNOs), advertisers and others.

The ability to market different, multi-origin services under a single service brand as well as deliver a single service under several different service brands is vital.

In such a complex business environment, the MIND-iPhonEX Interconnect and Partner Management suite gives service providers a powerful tool to define, track and manage partnership agreements. MIND-iPhonEX offers a blend of revenue-sharing schemes based on a variety of rating metrics:

- Fixed or percentage-based commission
- Usage-based rating by volume, item or value
- Hierarchical and multi-party rating, for varying rates throughout the value chain
- E-commerce transaction rating provided by a third party

In the case of transactions that involve multiple partners, MIND-iPhonEX allows the definition different rates between any two parties along the value chain.

## Covering reconciliation, billing and valuable reporting

From the moment partners are defined as business entities within MIND-iPhonEX, all billing and accounting procedures are available for them, including reconciliation, billing, statement production and payments.

MIND-iPhonEX exports statements into various formats and outputs settlement reports on demand. MIND-iPhonEX's reporting tools enable providers to track all activities in their value chains. Various reports are easily generated, detailing interconnect and third-party accounting information including account receivables (AR), account payables (AP) and general ledgers (GL). Usage patterns and trends can be identified, helping to refine partnership agreements and focus on the most beneficial partners.

## Protecting revenues by sharing risks

Sharing risks with partners is crucial, especially when delivering low margin services. Any partnership agreement should account for lost debts as well as rebates (SLA-based or others). MIND-iPhonEX enables defining and automatically applying specific risk-sharing models for each type of rebate or non-payment.

## Winning local markets and going global

In today's global, multi-partner communications market, a multi-lingual, multi-currency partner management solution is essential. MIND-iPhonEX supports numerous languages and multiple currencies, answering requirements such as SDR for roaming agreements. Its advanced taxation mechanism is designed to meet each partner's specific tax requirements.

MIND-iPhonEX offers an advanced partner and interconnect management tool for communication providers conducting business with a complex web of partners in the mobile, Internet and NextGen communication world. MIND-iPhonEX's powerful, flexible rating engine delivers a variety of rating schemes, revenue-sharing models and risk-sharing policies to support any collaboration worldwide.

Headquarters  
MIND CTI Ltd.  
P.O.B. 144  
Yoqneam, 20692  
Israel  
Tel: +972-4-993-6666  
Fax: +972-4-993-7776  
E-mail: sales@mindcti.com

U.S. Office  
MIND CTI Inc.  
777 Terrace Ave.  
Hasbrouck Heights,  
New Jersey 07604  
Tel: +1-201-288-3900  
Fax: +1-201-288-4590  
E-mail: sales@mindcti.com

U.S. Office  
Sentori Inc.  
12211 Plum Orchard Drive,  
Suite 320  
Silver Spring, MD 20904, USA  
Ph: +1-301-572-1100  
Fax: +1-301-586-8680  
Toll Free (US): 1-877-736-8674-

Romania Office  
MIND Software Srl.  
Sos. Pacurari Nr. 127  
Iasi 6600  
Romania  
Tel: +40-232-258177  
Fax: +40-232-244500  
E-mail: sales@mindcti.com



For information about MIND and its products visit the company Web site:

[www.mindcti.com](http://www.mindcti.com)

THE PUBLICATION IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO: THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. THE PUBLICATION COULD INCLUDE TECHNICAL INACCURACIES OR TYPOGRAPHICAL ERRORS. CHANGES ARE PERIODICALLY ADDED TO THE INFORMATION HEREIN; THESE CHANGES WILL BE INCORPORATED IN NEW EDITIONS OF THE PUBLICATION. MIND CTI LTD. MAY MAKE IMPROVEMENTS AND/OR CHANGES IN THE PRODUCT(S) AND/OR THE PROGRAM(S) DESCRIBED IN THIS PUBLICATION AT ANY TIME.

THIS DOCUMENT IS CONFIDENTIAL AND PROPRIETARY, IS THE EXCLUSIVE PROPERTY OF MIND CTI LTD. AND HAS BEEN PROVIDED FOR REVIEW BY THE RECIPIENT ONLY, AND MAY NOT BE DISCLOSED TO ANY THIRD PARTY. INFORMATION IN THIS DOCUMENT MAY BE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE. NO PART OF THIS DOCUMENT MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS WHATSOEVER ELECTRONICALLY OR MECHANICALLY FOR ANY PURPOSE WITHOUT THE EXPRESS WRITTEN PERMISSION OF MIND CTI LTD

02-0106-04