



# Solution Highlights

## Provider branding for multi-provider environments

- Single billing system for multi-providers
- Supports varied business models
- Flexible invoice design and configuration

### New challenges, new business models, one billing system

Service providers must meet the challenges of constantly evolving markets and new emerging business models. One of the new developing business models is the multi-provider environment. Multi-provider environments include international providers divided into different geographically-based providers: Application Service Providers (ASPs) that outsource billing services for external service providers; Mobile Network Virtual Operators (MNVOs) and service wholesalers that manage services for Virtual Service Providers (VSPs) which in turn retail services to consumers. Service providers need a flexible billing system to support today's dynamic market changes.

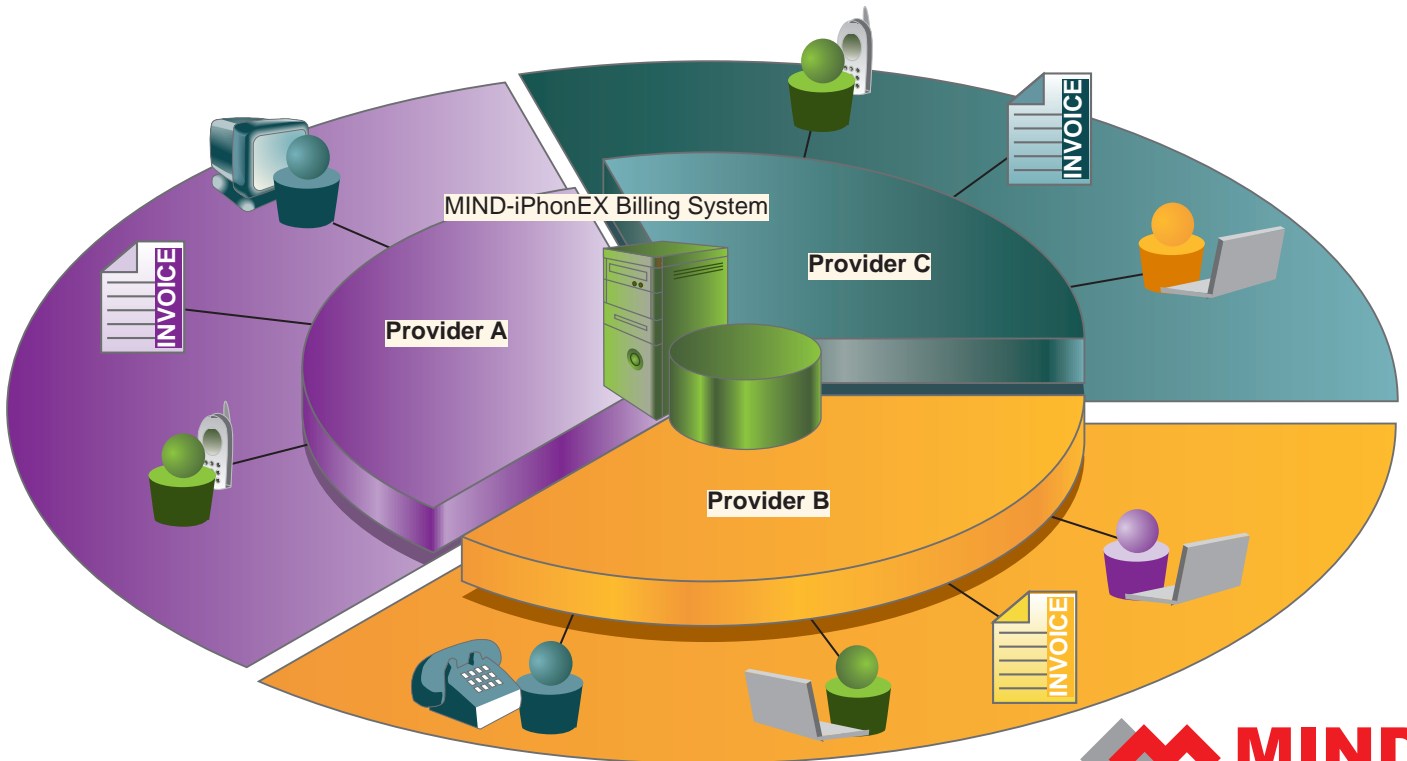
**MIND-iPhonEX<sup>®</sup>**  
Billing & Customer Care

The MIND-iPhonEX billing and customer care solution supports the new developing multi-provider business models by offering multi-provider branding capabilities from one central location. MIND-iPhonEX's secure, multi-language, multi-currency system allows individual providers to create and maintain a separate identity while sharing the same billing system with other providers - saving time, effort and money.

### Provider branding - giving a unique identity for every provider

Service providers in a multi-provider environment need to present themselves to their customers as separate, unique entities, standing out from the other providers and contenders in a competitive market.

MIND-iPhonEX's features and functions can be defined separately for each provider according to the individual provider's



business model and policy, through different rating plans, services and products that the provider offers its customers. MIND-iPhonEX allows providers to adapt the billing system to meet all local rules and regulations for different geographic areas and countries.

MIND-iPhonEX's flexible graphic layout configuration options give providers the ability to design invoices and reports that reflect their corporate branding. The layout of MIND-iPhonEX WebBill, MIND's self-care Web application, can be changed to match the provider's site design.

### Provider business logic

MIND-iPhonEX enables the provider to control the billing system rules and parameters (such as payment terms, taxation and accounting systems), at an individual level, overriding the system defaults, so that each provider can implement a unique business model within a single system shared by multiple providers.

### Invoice branding

Invoice branding is one way of creating the brand awareness that enables an individual provider to stand out from others. MIND-iPhonEX's flexible solution for invoice branding enables different languages and layouts for different providers as well as several invoice layouts for each individual provider. For example, a single provider can have different invoice layouts for commercial and residential customers.

### MIND-iPhonEX WebBill for customer self-care

MIND-iPhonEX WebBill is a customer self-care application that links MIND-iPhonEX with the service provider's Web site. Customers browsing the service provider's Web site can register online for the service and start using the service immediately.

With MIND-iPhonEX, service providers can change the look and feel of MIND-iPhonEX WebBill to match their Web site's design style. Using MIND-iPhonEX, providers can also customize the application's logic according to their own business model.

For example, providers can determine different characteristics for different customers who register through the Web site according to customer type, such as prepaid or post-paid; providers can set the list of possible charge amounts for prepaid customers and billing cycles and payment terms for postpaid customers, offer other bundles of services to postpaid customers than those offered to prepaid customers, as well as other customer-related parameters. The Web settings are available at the provider's level, allowing providers to obtain their individual business logic and look and feel, and give their customers the most personalized service.

### Individual provider security

MIND-iPhonEX is a secure system where each provider can access only its customers' details and reports. Customer service representatives (CSRs) can access only their provider's customer information. To further increase security, providers can define different access groups for their CSRs.

### MIND-iPhonEX meeting multi-provider needs

MIND-iPhonEX's diverse branding capabilities allow providers operating in the new multi-provider business environment to use one flexible billing system in one central location for all of their customers - saving time, effort and money. MIND-iPhonEX allows each provider operating within a multi-provider setting to maintain a unique identity to differentiate itself from other providers and to attract, grow and maintain a wide customer base.

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