



Solution Highlights

Service enabling for 3G mobile service

- Enabling simultaneous voice, data, video & content
- Real-time proactive session and balance management
- Convergent prepaid and postpaid environment

Mobile 3G challenges

The 3G mobile technologies offer a totally new experience and a variety of services to the mobile subscribers. To fully exploit the technology potential and increase the ARPU from the new services, operators and service providers are facing new challenges in creating, enabling, controlling and charging the new and upcoming services.

To overcome these challenges, MIND offers the MIND-iPhonEX Service Enabling Systems (SES) for Mobile, allowing mobile operators to:

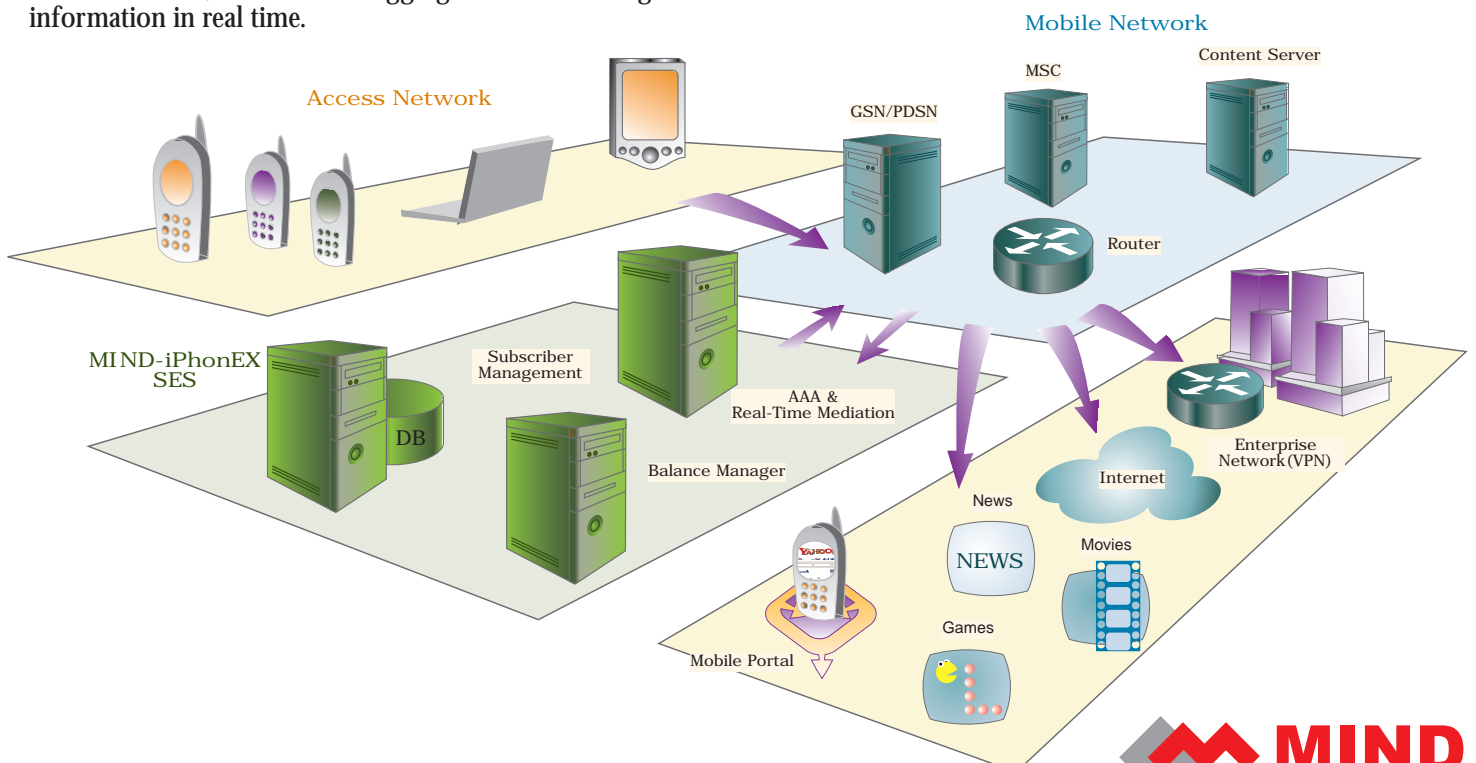
- Authenticate and authorize the subscribers and their services.
- Collect, correlate and aggregate all of the usage information in real time.

MIND-iPhonEX[®]
Billing & Customer Care

- Manage proactively all on-going sessions.
- Rate different services and content by flexible pricing models.
- Manage the subscriber balance and per-service wallet.
- Support vertical and horizontal convergence.
- Provision the network with static and dynamic subscribers and services profiles.
- Support various settlement and revenue sharing models with their partners.
- Easily integrate with the legacy infrastructure.

Comprehensive AAA and session management

The MIND-iPhonEX platform includes an AAA (Authentication, Authorization and Accounting) server - the MIND-iPhonEX Real-Time Server (RTS). It provides the network access authentication and specific service authorization. It keeps track of each subscriber and every active session, supporting simultaneous sessions. All session's characteristics are tracked and retained. A session can be denied or cut-off based on usage limit, subscriber profile or credit threshold.



Event collection, correlation and aggregation

The MIND-iPhonEX system collects events in real-time from many sources in the network, such as the GSN nodes, firewalls and WAP servers. The powerful correlation and aggregation, provided by the MIND-iPhonEX Intelligent Processing Engine (IPE), enables creating of a normalized UDR from the multiple events related to the same session.

Real-time rating

The simple rating models such as flat rate and duration-based, are no longer valid for 3G services. Customers therefore will need to be charged for the actual volume and value of the service, making usage and content-based pricing a must. The MIND-iPhonEX Rating Engine supports pricing models based on multiple parameters, including *Volume* of data, *Content type* and *value*, *QoS*, and *Location*.

Leakage control - balance and wallet management

The MIND-iPhonEX Balance Manager (BM) enables mobile operators to manage simultaneous multiple prepaid services of a different nature, for a single subscriber. To further refine the management and control of subscribers' spending options, comprehensive wallet management capabilities are supported, allowing subscribers to easily configure how their wallets are created and utilized.

Full convergence - prepaid and postpaid

The MIND-iPhonEX SES includes a comprehensive support of managing and charging both prepaid and postpaid markets. Different bundles, business models and charging schemes that suit each market are easily defined and applied.

The AAA, balance management and rating operations are all handled in real time,

allowing the operator to offer access, content, location-based services and m-commerce to prepaid customers.

Revenue sharing with multiple partners

In 2.5/3G environments, many players are participating in the service supply chain, such as content providers, service providers and roaming partners. MIND-iPhonEX addresses a variety of business models for wireless operators and providers, including virtual providers (MVNO), content providers and aggregators, roaming partners, resellers and network partners.

Service provisioning

The solution provides direct provisioning to the network layer or interfaces with specific provisioning tools, in order to provision the subscriber's services and profiles to the network. Upon subscriber registration, and on any update of service profiles, the detailed parameters are updated utilizing the MIND-iPhonEX Provisioning Server. Both *Static* and *On-demand* provisioning options are available.

Complex environment - a single reliable solution

The MIND-iPhonEX solution is a real-time solution with built-in redundancy and high availability architecture. Based on a reliable and scalable architecture, it guarantees uninterrupted service for all mission critical applications.

MIND-iPhonEX SES for Mobile fills the gap between your legacy infrastructure capabilities and the new requirements raised by the next-generation technologies and the increased competition. Leveraging the existing infrastructure, the solution minimizes the initial and on-going expenditures, thus lowering the Total Cost of Ownership (TCO).

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