



Solution Highlights

Charging multiple data services with Cisco SSG

- Multiple concurrent prepaid and post-paid services
- Advanced real-time balance management
- Duration & volume-based charging

The power to offer a multi-service experience

Advanced mobile and broadband technologies with their higher connection throughputs are rapidly enabling numerous new services. At the same time, traditional voice calls and data access services are becoming commoditized and their Average Revenue Per User (ARPU) is declining. By capitalizing on new technologies, operators can now differentiate themselves by offering multiple concurrent services that improve customer satisfaction and increase ARPU.

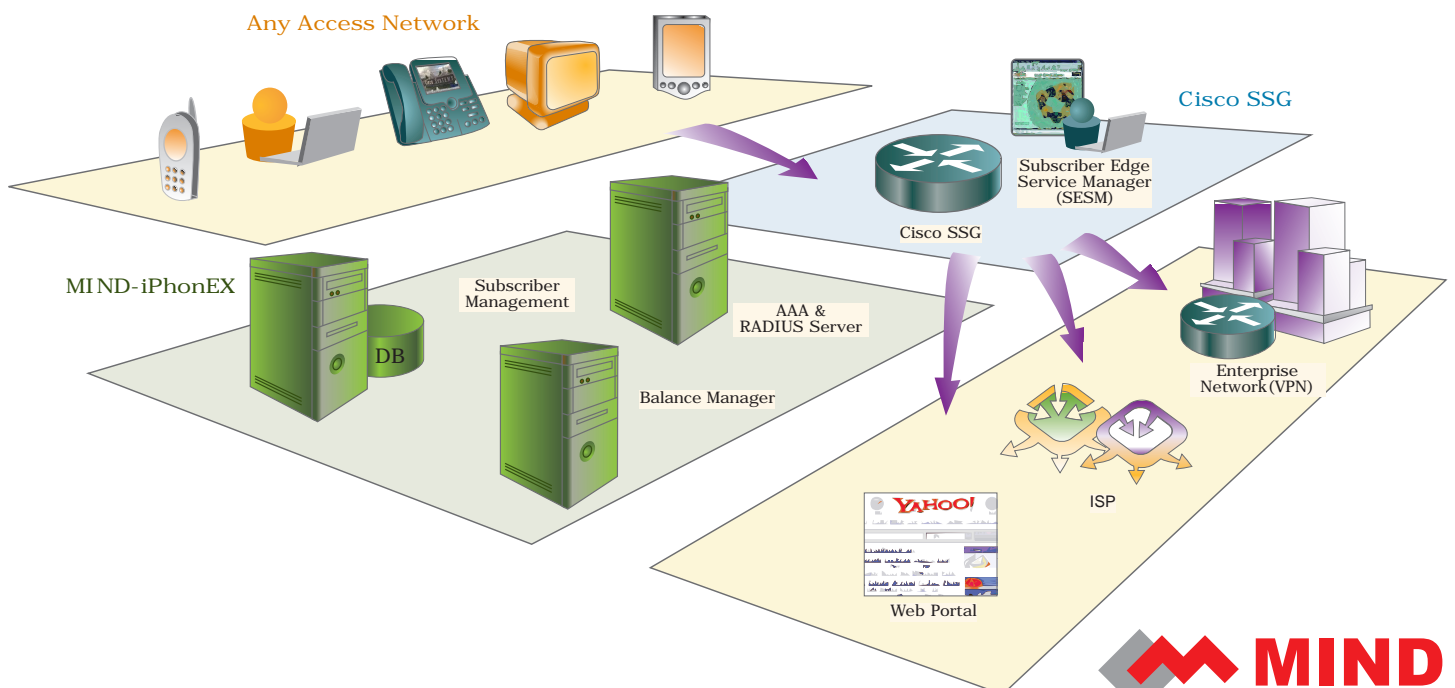
Until recently, prepaid mobile and broadband services were restricted to one service per user at a time, limiting the potential

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Billing & Customer Care

revenue from the network infrastructure. The introduction of new services was also limited by the cost of integrating each new service and access network (whether mobile and fixed) into the OSS and billing systems.

Today, Cisco Service Selection Gateway (SSG) provides a common interface between the various access networks and service platforms. The combination of Cisco SSG and MIND-iPhonEX's real-time AAA, rating and billing enables quick rollout of new services and multiple simultaneous prepaid services.

The MIND-iPhonEX/Cisco SSG combined solution uses a common RADIUS AAA interface, extending prepaid offering to all mobile and broadband networks and services. The scalable and flexible MIND-iPhonEX uses MIND's powerful Balance Manager application, which enables one balance for all services, preventing credit risks and assuring revenue.



MIND
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Multiple services for higher profitability

Service providers need to be fast to market with enhanced broadband services such as video streaming, personalized Internet, secured enterprise Intranet access via VPNs, e-commerce, videoconferencing and gaming. These high-margin services help attract and retain young, business and tech-savvy subscribers.

The Cisco SSG multi-service model allows users to simultaneously connect to multiple voice, video and data services. This model makes particular sense in mobile data services, where users are away from their fixed network and wireline phone, and a mobile handset is their only available communication device. By enabling multiple services simultaneously, operators can significantly increase revenue from the same user, while using their existing infrastructure. This model can be equally applied to all broadband networks in which the Cisco SSG is deployed, including WLAN, DSL, Cable and Ethernet To The Home (ETTH).

Real-time balance management for revenue

MIND-iPhonEX provides credit-limit enforcement mechanisms that act on prepaid or limited credit accounts in real-time. These enforcement mechanisms are critical in a prepaid multi-service environment, where concurrent services consume the same prepaid balance. MIND-iPhonEX eliminates balance overrun, strictly preventing any revenue leakage.

MIND's Balance Manager is the application controlling the prepaid balance. The Balance Manager provides authorization for each service and allocates a fraction of the available balance, translated into an appropriate

duration or volume-based quota. When the allocated quota is about to be exhausted, the Balance Manager either reallocates a new quota or rejects the authorization request due to insufficient funds. Leakage prevention is assured, as no service is supplied without sufficient funds.

When a prepaid balance is exhausted completely, the combined MIND-iPhonEX/Cisco SSG solution redirects users to a self-care Web page, where they can replenish their accounts online and continue all current sessions without interruption.

The Balance Manager seamlessly integrates with mobile networks' Service Control Point or Intelligent Network applications (SCP/IN), giving mobile operators a single subscriber view while making the most of legacy systems.

Truly convergent rating and billing

MIND-iPhonEX provides a convergent solution for both prepaid and post-paid services, covering all broadband rating metrics, including service type, data volume, duration and type of access device. The entire rating and billing functionality of the MIND-iPhonEX billing and customer care solution, including service packaging, discounts and promotions is available with Cisco SSG.

In today's extremely competitive market conditions, MIND-iPhonEX and Cisco SSG empower operators to deploy new high-margin services that can be used concurrently. The incorporated real-time balance management supports one balance for all services regardless of the access network, eliminating leakage and increasing revenue.

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

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