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## **Goods billing and management**

MINDBill Goods Management module expands the offering of the MINDBill Billing and Customer Care portfolio. It allows selling of goods and billing them as an integral part of the billing system. Goods' items are bundled with services and packages, enabling flexible pricing models and billing capabilities, supporting various sale and lease options that adapt to any trend and marketing requirement. All the technical, marketing and business aspects of merchandise and equipment items, as well as their association with the services delivered, are easily configured and managed throughout the equipment's lifecycle.

The solution is easily integrated with the external Resource and Inventory Management solutions, synchronizing all customer care and sales operations with the actual stock.

### **Intuitive, web-based goods management**

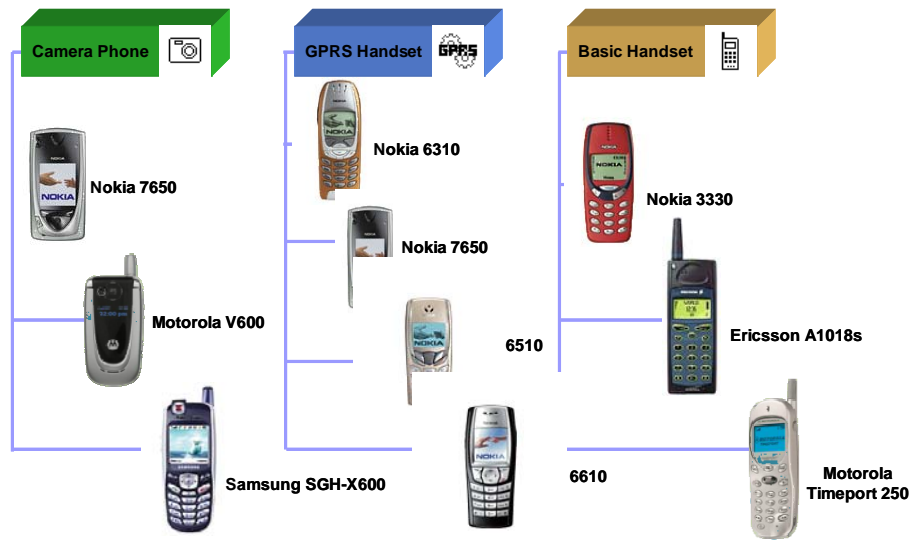
The Goods Management activities are part of the MINDBill Web Client application. Remote CSRs and sales personnel can allocate, reserve and sell goods items to new, existing and transitory customers. The application's GUI is intuitive and easy to use. All items sold or reserved for a specific subscriber are shown in a single view. A drill down option enables the handling of a specific item. Access to Goods related operations is protected and limited according to predefined user privileges.

The support for merchandise management is fully integrated with the current entities of the MINDBill Product Catalogue: Packages, Products, Services and Features. Goods items can be associated to a specific service, package or directly to the subscribers' account. These associations help build marketing, activation and provisioning rules that suit the provider's business needs and guarantee high customer satisfaction and increased profits.

### **Flexible business models and pricing**

The MINDBill Goods Management allows the grouping of several Goods' models into a single category that targets a specific market segment, campaign or special offer. The same model may appear in different categories with a different price tag. Certain Goods can be designated as mandatory, in order to fulfill technical or business requirements. For example, a GSM service requires a SIM card and MSISDN to be supplied in order to enable the service. GPRS "Silver pack" deal entitles very low local calls rate, but enforces purchasing an expensive GRPS handset. Marketing policy may dictate minimum and maximum number of items to be included in the package, with different pricing based on the number of items actually purchased. On top of the designated price tag, various discounts may apply based on subscriber credentials or the latest marketing campaign.

Also, new models can be easily introduced and price-tagged, immediately becoming available to new, as well as existing subscribers. Old models may become obsolete, while certain models can be available for a specific period only as part of a campaign, or only when bundled with a specific package.



**Figure 1: Mobile Handset Categories**

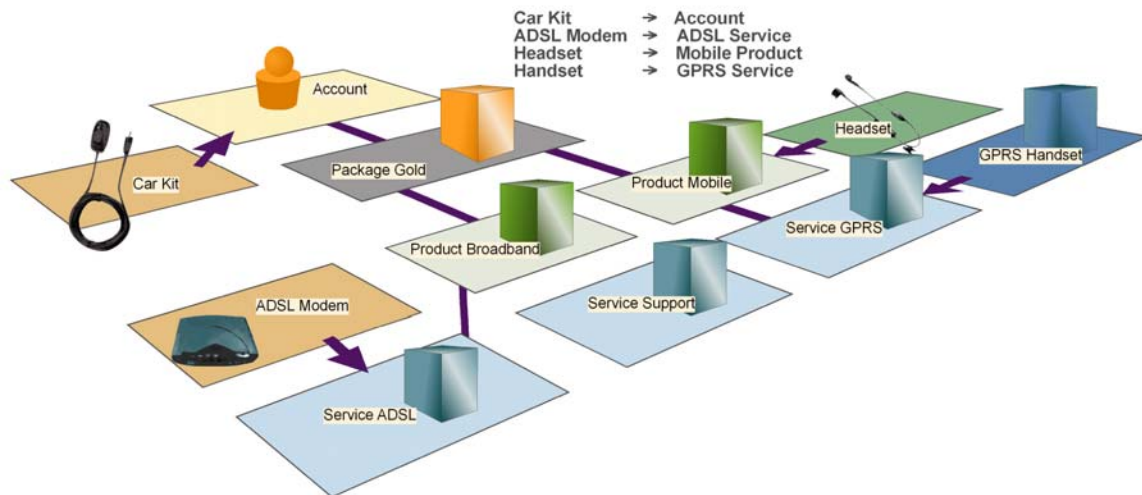
### **Resources management: phone numbers, SIM cards and IP addresses**

An integral part of the MINDBill Goods Management capabilities is the ability to manage any range of numbers and IDs, such as phone numbers (MSISDNs in GSM), IP addresses, SIM cards (with the related IMSIs and other attributes) and others. Assigning these items to a service and the activation of the service may trigger specific provisioning tasks. Also, the IDs of these items may be used to identify a subscriber or the specific service used. Such items may have a cooling period, thus becoming available to other subscribers after the service is not active longer than a predefined period. These numbers are usually created or imported in batches and can be defined directly in the Goods Management module or at the adjunct Inventory Management application.

### **Selling, reserving and leasing goods**

The MINDBill Goods Management solution allows various operations to be performed with the Goods items, being also synchronized with the Resource Management. Goods items can be reserved for a limited period for a known customer, so no one else can buy the specific item during this period. The item can be later purchased by the same customer or returned to stock.

The most common business activity related to Goods is sales. Various payment options may apply when an item is sold via the MINDBill system. The payment can be a one-time amount (that may accredit a discount) or several installments. Goods items can be leased for a specific or undefined period of time and paid for either in advance, as a deposit, or by recurring amounts.



**Figure 2: Goods within the Package Hierarchy**

### Billing and accounting

Goods may be invoiced in a separate “Goods only” invoice, or as part of the billing cycle for the regular post-paid customers. The invoice for Goods may have a different layout than the regular “services” invoice, with different payment terms.

A transitory customer may purchase an equipment item, get an invoice and pay for it online using the real-time payment capabilities of the MINDBill solution. The payment will be authorized online by the credit card clearinghouse or the bank account will be debited immediately.

The full taxation capabilities, G/L coding, A/R reporting and interfaces with the accounting systems implemented within the MINDBill B&CC suite, apply to Goods as well. Specific Goods types may have their own taxation rules and G/L account codes that can be easily defined and applied.

## **Interfacing with an external inventory solution**

Many operators are managing their inventory and assets with a dedicated Resource or Inventory Management application, such as MINDBill Resource Management or an ERP system. The Goods Management module is equipped with an API enabling easy integration with any such external system. All reservations and sales, number assignments and SIM cards handling are immediately visible in the inventory and the specific warehouse or store. The CSR can have an online view of the items repository and select the specific model and item according to the actual stock at the specific location or POS.

### **Summary**

MINDBill offers a comprehensive marketing and sales solution for the service provider sales force. The Goods Management module is fully integrated with the other MINDBill B&CC modules and interfaces seamlessly with external Inventory Management or ERP applications. The solution allows providers to manage the technical, as well as the marketing issues related to Goods under a single application, thus having a single view of all their sales activities.