

ARABCOM 2004

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Next Generation Prepaid Services

Introduction - Comptel

What are the Next Generation services?

Prepaid in Next Generation services

Convergence everywhere

Prepaid Mediation enables Next Generation services

Comptel – The global market leader

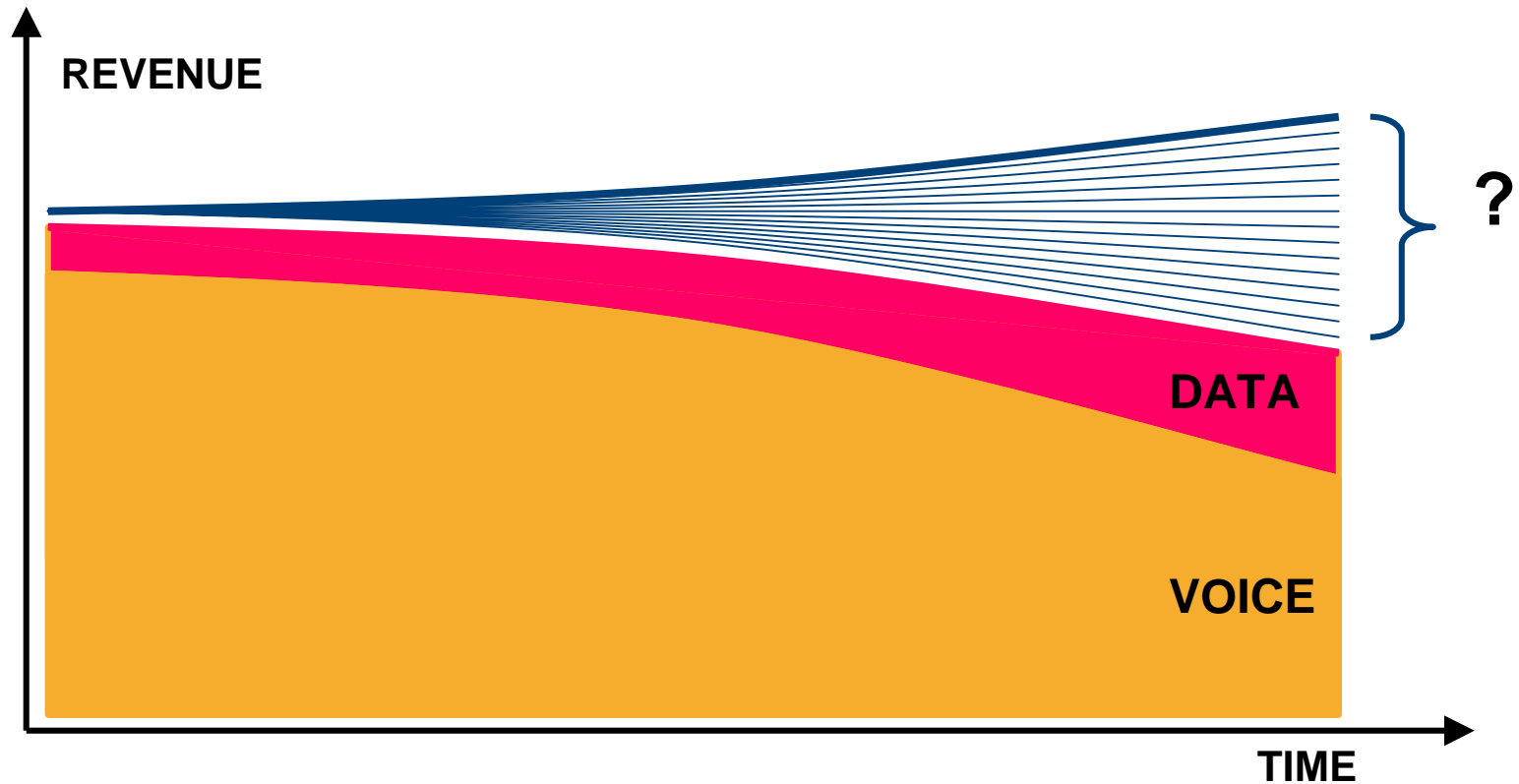


- Vendor independent mediation, provisioning and business enabling software solutions
- Mediation excellence since 1986 with a strong telecom background
- Listed on the Helsinki Exchange (HEX: CTL1V)
- Over 220 customers in more than 60 countries
- Revenue MEUR ~52 in 2003
- Product business nearly 80% of turnover
- Over 400 employees



What are the Next Generation services?

Challenge: To get new revenue!



Handsets

- Most new services require new features from handsets
- Handsets are becoming open software platforms
- Over 50% of handset sales is replacement market
- Usually 20% penetration of a market starts the service usage boost

New handset features will reach the critical mass on market within 12 months of their introduction !

Basic services...

What a mobile phone means for you today is, that you are...

- **Reachable** - “Always-on lifestyle” where ever you are
- **Not limited to time** - you are able to communicate instantly when needed
- **Not limited to space** – you are free to select the place and time that you want to work
- **More secure** – enhanced with the mobility

New services have emerged...

- Camera, Watch, Thermometer, Map, Compass, Calculator, Interpreter
- Notebook, Game station, Entrance ticket
- Wallet, Lottery ticket, ID card, Key-ring
- Radio, TV, Videocamera, Web browser
- Mail order catalog, Mailbox, Book

...and much more is either available and coming partially based on interactive Java-enabled clients for networked applications

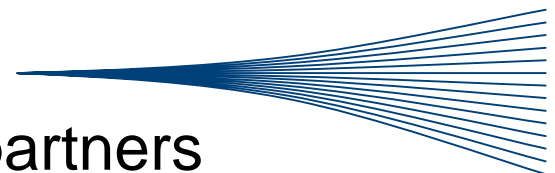
The sky is the limit...

- Who will make the new services ?
- Who will make the investments and take the business risk ?
- Who charges for the new services - and how ?

What is the best strategy for an operator to benefit from these services ?

...and what will it require from you?

- A huge amount of work to define, implement and market the service ideas
- A fast utilization and lifetime management:
Build - deploy - remove
- A large portfolio of services intended for fragmented subscriber groups
- Service partners and content partners
- New business models for charging



What is the operator's role in this?

- Access and Product portfolio management
 - Carrier and service operator roles
 - Profit optimization
- Partnering with best players
- Building flexible systems that that enable fast and flexible deployment
- Effective subscriber relationship management
- Good business reporting tools and efficient marketing tools



Prepaid in Next Generation services

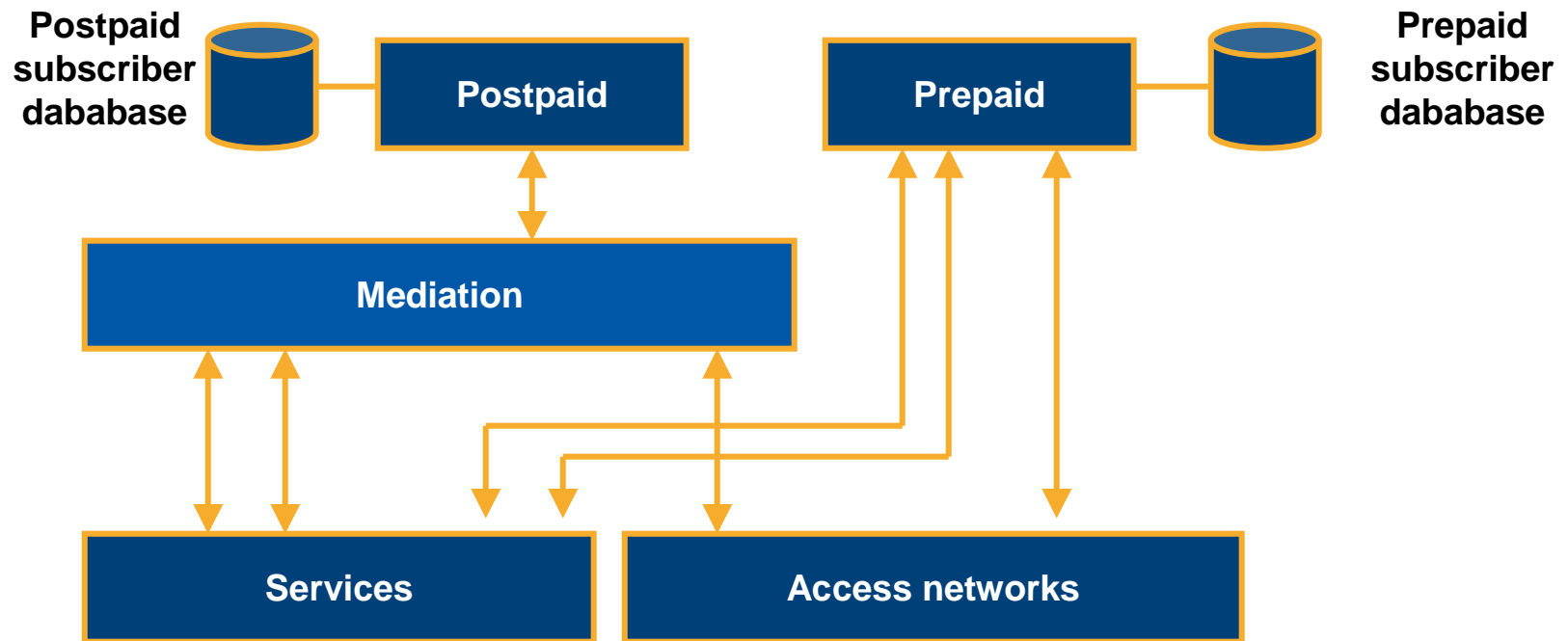
Can Next Generation services be offered to Prepaid subscribers ?

- **YES!** Prepaid subscribers should be offered the same services as postpaid subscribers on equal terms.
- **THERE'S A NEED!** Prepaid subscribers are willing to spend on non-voice services if a suitable business model is offered.
- **BUT!** Fraud must be eliminated - Prepaid services require real time delivery control.
- **AND!** Prepaid must not double the cost of integration.

Prepaid subscribers are a huge untapped resource to generate new revenue

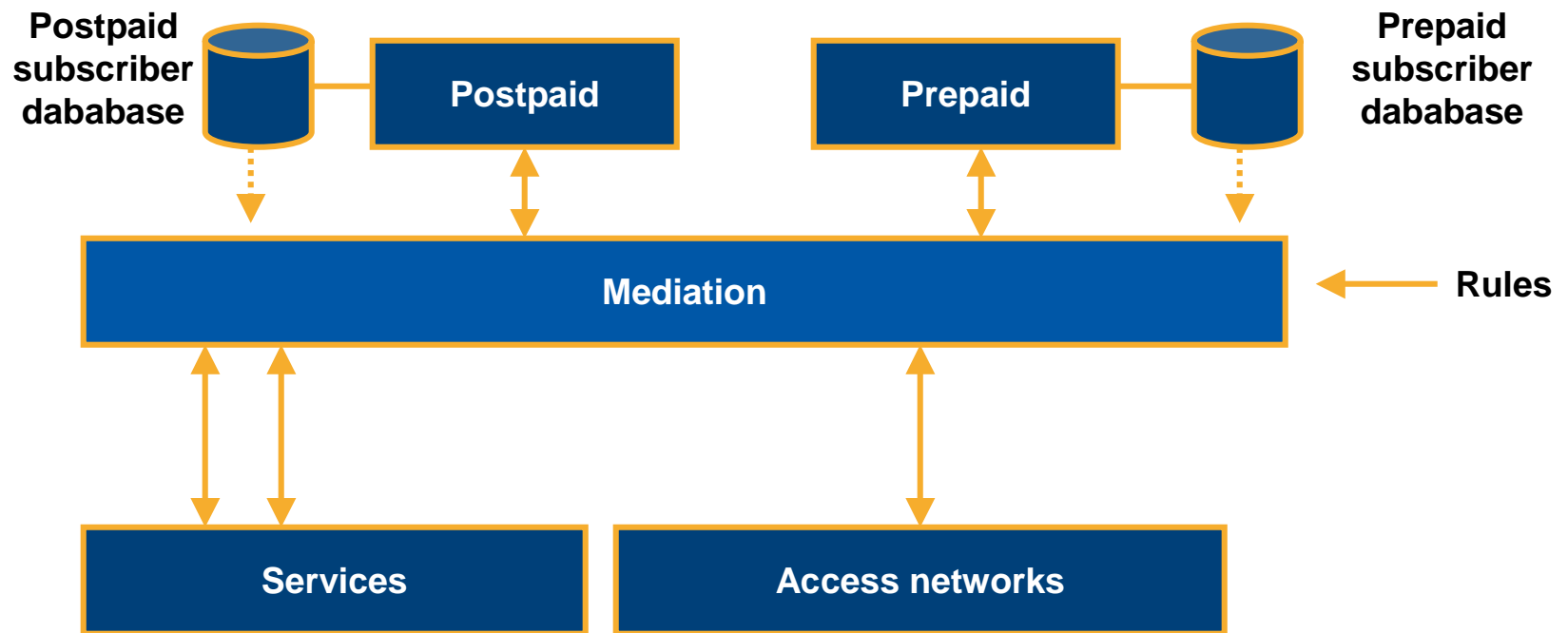
Architectures need to change

From a legacy architecture...



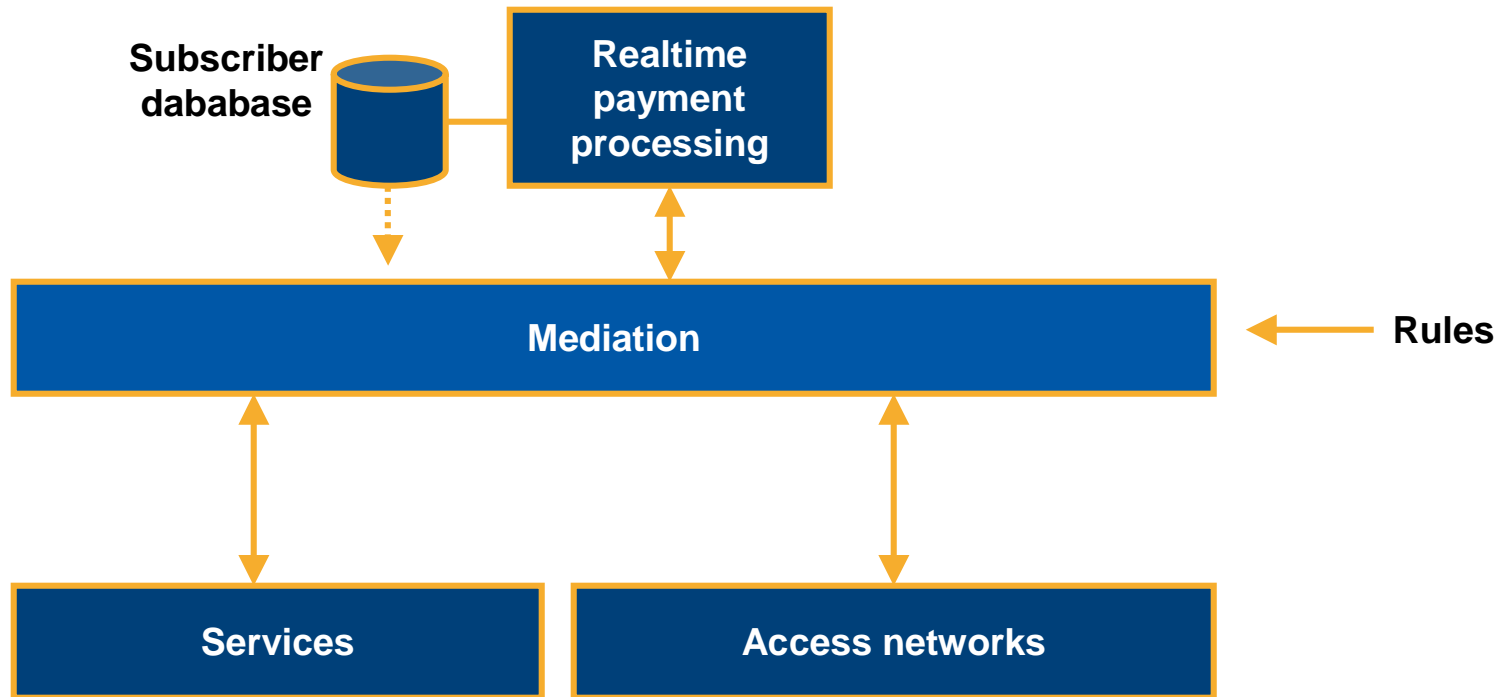
Architectures need to change

... to a Multi-service architecture ...



Architectures need to...

... reach out for the Convergent architecture.



The Mediation layer solution

- Real time, intelligent mediation layer
 - Real time event processing
 - Real time service delivery control
- Rules based operation
 - Collect and aggregate
 - Adapt easily to new business models
- Flexible interfaces
 - New content servers
 - New applications
 - New business parties

Convergence

- Convergence is not only a billing issue
 - Networks
 - Networks and IT
 - Business models
- Convergence enables multiple business models
 - Payment methods
 - Service dependent payment options
 - Business rules management
- Phased convergence is the only practical solution
 - Network and billing systems must be compatible with each other all the time to enable production
 - Not a single project but rather a constant migration process

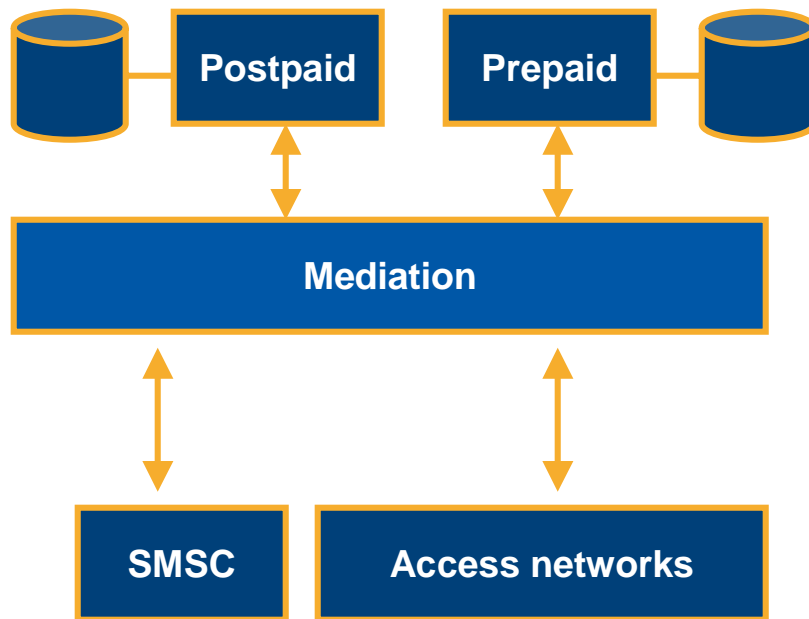


Prepaid mediation enables Next Generation services

Prepaid mediation

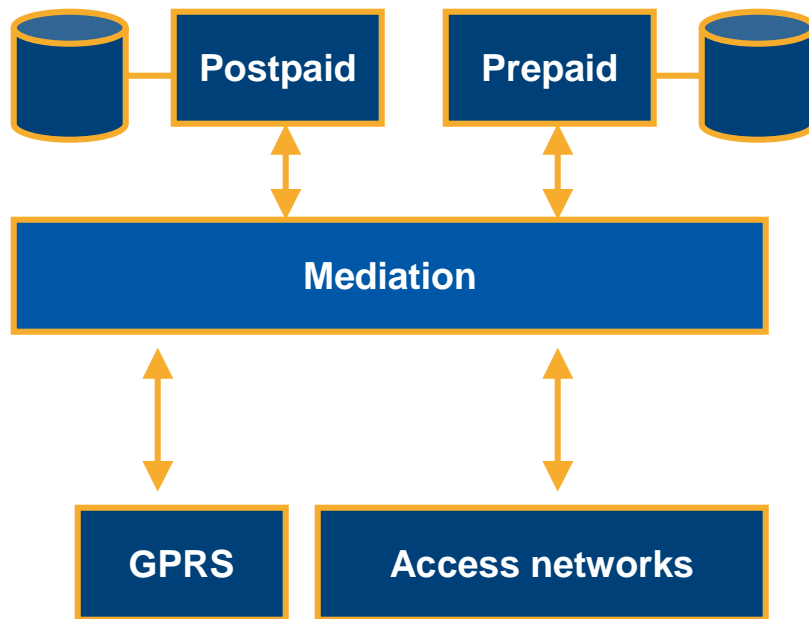
- Smooth growth path to new services and converging billing system
 - Enables phased approach
 - Migration strategy
- Enables new revenue generation
 - All postpaid services to prepaid customers
 - Efficient business risk management
- Utilizing existing investments
 - Networks
 - Customer base
- Available now for current services
 - SMS
 - Packet data (GPRS, 1XRTT)
 - MMS
 - Content

Prepaid SMS



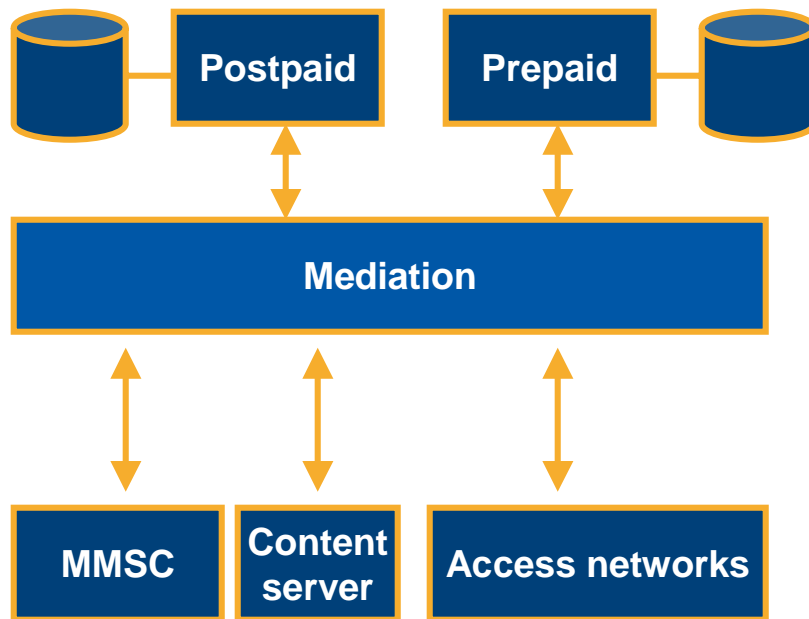
- Mobile Originating and Terminating services, SMS content
- Roaming subscribers
- Real time delivery control

Prepaid GPRS, 1xRTT



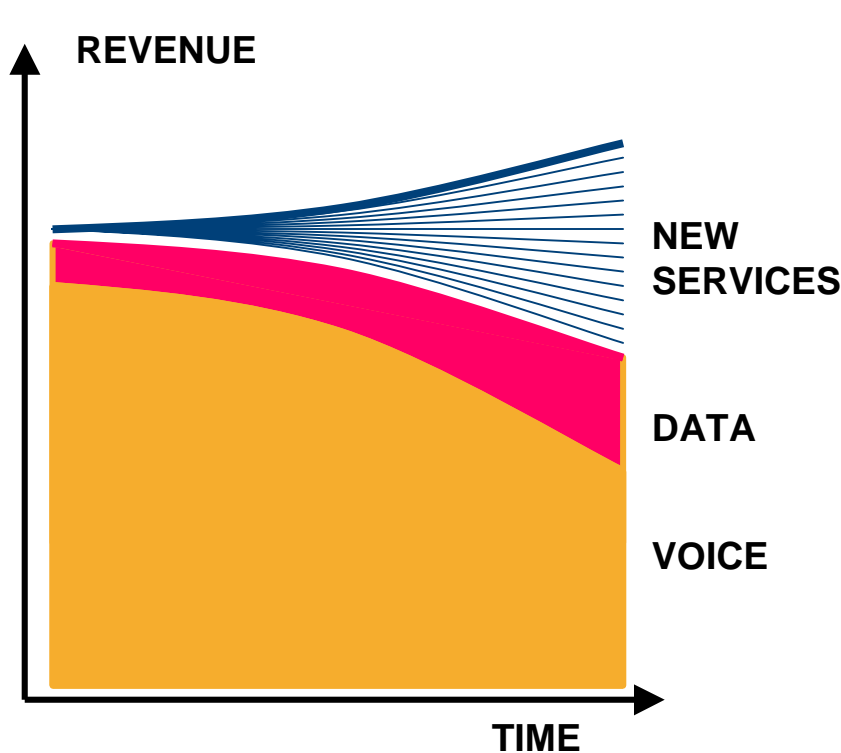
- Charging based on
 - Volume
 - Time
 - Content class
 - IP address
 - QoS
- WAP charging
 - Pay per click
- Real time rating and delivery control

Prepaid MMS and content services



- Charging models
 - Volume
 - Transaction
 - Transaction + volume
 - Transaction + special rate volume
- Simultaneous control of content and data path
- Solution for content delivery charging

Conclusions



- Manage a portfolio of best services.
- Make good service packages and offer them to all your subscribers.
- Build an intelligent mediation layer to enable new services both for pre- and postpaid subscribers.
- Prepare for convergence now.

Thank you !

Pleased visit us at our booth # **A2**

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