



Openwave® Passport

Managing and Monetizing the Increasing Demand for Mobile Data Services

Better devices, faster networks, flat-rate data plans and richer content continue to fuel consumers' appetites for mobile data services. However, mobile bandwidth is finite, so as demand continues to grow, mobile service providers are phasing out flat-rate data plans and introducing tiered service plans.

Mobile service providers need new tools and streamlined business processes to become more creative and dynamic in how they define data service plans, how they target and communicate these plans to their subscribers and how they measure the revenue impact of these plans through business-oriented key performance indicators (KPIs).

Openwave Passport is designed to enable mobile operators to successfully roll out new tiered pricing plans and rapidly adapt to changing market needs. Operators can create targeted plans based on characteristics such as subscriber data consumption patterns, type of device and the content and nature of applications most frequently accessed.

Product Benefits

Passport helps the service provider:

- Proactively launch contextual and targeted new price plans
- Keep subscribers informed of their data consumption and pricing plan terms and conditions
- Enable subscriber-driven plan personalization and quality of experience (QoE)
- Provide one-click inline charging for services offered
- Enhance existing policy-related infrastructure investment

Product Details

Proactively Launch Contextual and Targeted New Service Plans

- Allows mobile service providers to build advanced data pricing plans that are:
 - **Personalized** – offering relevance to the subscriber.
 - **Value-based** – incorporating contextual aspects such as location, time and content dimensions.

- **Transparent** and simple to understand.
- Reduces time-to-market and risk associated with the launch of a new pricing plan.
- Targets subscribers with relevant new services at the point of interest.

Keep Subscribers Informed

- Proactively informs subscribers of their ongoing data consumption and pricing plan when required.
- Determines the best engagement channel (interstitials, toolbar app, SMS notification), and how to initiate the communication process with the subscriber.

Enable Subscriber-Driven Plan Personalization and Quality of Experience (QoE)

- Gives subscribers the capability to personalize and manage their pricing options.
- Ensures that subscribers are kept informed about the status of their service plans and provided service upgrade or top-up options through proactive notification and on-demand self-care.

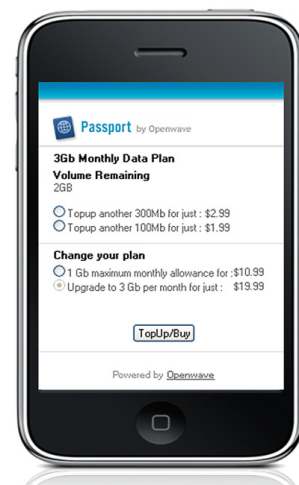


Figure 1: Passport provides proactive notification and self care options.

Openwave Passport

Provide One-Click Inline Charging

- Bills subscribers at point of purchase for services.
- Supports standards-based interfaces to service providers' billing systems.

Enhance Existing Policy-Related Infrastructure Investment

- Integrates with and extends the capabilities of a centralized policy charging and rules function (PCRF), enabling personalized services and application-level policies to be applied to price plans.

Passport: Smart Policy Edition

Passport can be further enhanced to provide complete traffic management, policy-control and charging functions. Passport: Smart Policy Edition is for service providers who:

- Have not already deployed a policy-control and charging (PCC) infrastructure.
- Want to enhance their charging, rating, traffic steering, usage reporting and metering capabilities, with minimum TCO, to bring contextual pricing models

to their subscribers.

Passport: Smart Policy Edition features include:

- **Subscriber Identification and Authentication** - identifies and authenticates subscribers over a wide range of networks and access technologies.
- **Data Volume Management** - monitors and manages IP data consumption based on a variety of options.
- **Time Management** - monitors and manages time-based access options per subscriber, including the capability to meter both elapsed and accumulated usage of online time.
- **Real-Time Enforcement** - dynamic and in-session policy updates and enforcement in response to bandwidth-sensitive or service provisioning events.
- **High-Speed Transaction Logging** - for service metering and analytics gathering.
- **Access Control** - performs policy-driven, real-time access control to block/allow, redirect or rate-limit IP data traffic.

For more information, please contact sales@openwave.com or visit www.openwave.com.



Figure 2: Passport enables service providers to offer service plans that are flexible and meet the needs of all subscribers.



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About Openwave

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