

Price Plan Innovation

Engaging the End-User with Superior Service Discovery and Targeted Data Plans

The Business Case

Growth in mobile data usage has brought both challenges and opportunities to mobile operators. More demand has not necessarily equated to more revenue, so operators are looking for cost-effective solutions to manage the demands being placed on their networks.

The legacy of flat-rate price plans and increasing competition from over-the-top (OTT) providers has caused revenue to remain flat or decrease, while the cost of providing services has increased. Operators have been forced to revisit their data plan business models in search of additional revenue. Many operators have announced “tiered” price plans in the past year - a trend that is set to continue.

However, operators are quickly realizing that simple tiered price plans, such as fixed per MB or GB monthly quotas, do not reflect subscribers’ needs and online behaviors. They also miss out on incremental revenues that come from subscribers’ increased uptake of personalized, relevant services.

The Business Challenges

Subscriber Frustration

Subscribers need to be aware of their data price plan limits and be notified when they exceed them. Surprise charges or delayed notification of additional costs lead to subscriber frustration and risk of churn. Also, plans need to be intuitive and conveyed in a language that subscribers understand. For example, an online time allowance generally is more understandable than a per MB allowance.

Missed Market Opportunities

Mobile subscribers are looking for price plans that are personalized to their interests. Operators have a wealth of

data relating to subscribers’ online behaviors including time spent online, devices used, favorite sites, data consumed, etc, but often fail to effectively data mine, segment and apply that data to create personalized price plans for their subscriber communities. An undifferentiated price plan portfolio leads to flat or declining revenue streams and gives other operators and OTT providers the opportunity to capture subscribers with more appealing price plans.

Complexity, Cost and Timing of New Plan Rollouts

The operator is often constrained by limitations of existing billing and IT systems. Defining, launching and targeting new services in a timely and cost-effective manner and measuring the success and ROI of new plans can be challenging because of insufficient analytics.

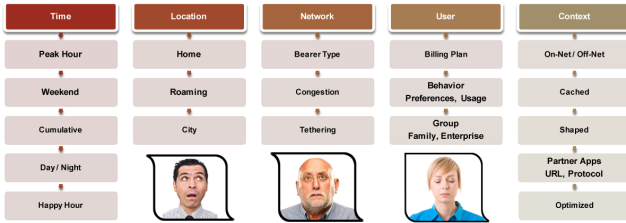
The Openwave Price Plan Innovation Solution

Openwave’s Price Plan Innovation (PPI) solution helps operators better understand and manage their price plans to capture additional revenue and improve subscribers’ experiences. Openwave’s unique ability to monitor and analyze cross-device data usage in real time and proactively notify subscribers through context-driven, on-screen methods enable operators to produce effective market-segmented plans with higher adoption rates.

Openwave’s solution integrates with the operator’s existing billing and provisioning systems to facilitate rapid definition, configuration and management of price plans while also reducing cost and complexity. Analytics feedback captures consumer reaction to new plans and allows the operator to continuously and quickly innovate on new price plan rollouts.

Price Plan Innovation

From Complexity



To Simplicity

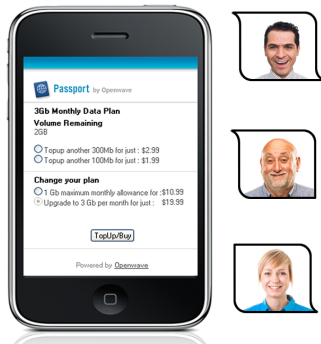


Figure 1: Driving simplicity, innovation, and monetization.

PPI's Customer Experience Management increases subscriber awareness and service personalization, leading to increased loyalty and customer retention. Lower customer care costs can be realized with self-care options for subscribers.

The Openwave PPI solution provides operators with the tools to rapidly create, roll out, manage and measure price plans that drive incremental revenue and increase customer satisfaction. PPI provides:

- **Simplicity:** Creates new price plans for operators and helps subscribers understand their plans
- **Transparency:** Makes subscribers aware of their current plan usage and proactively informs them of any changes

- **Personalization and self management:** Creates a better user experience with self care options
- **Differentiation:** Moves beyond basic volume caps to targeted offerings
- **Targeting:** Maximizes uptake with personalized services
- **Analytics:** Continually monitors subscriber behavior to determine the success rate of new price plans

Conclusion

In the face of an increasingly competitive market and rising costs, operators need to look at how they can retain customer loyalty with sustainable business models. Service tiering alone is not enough. Openwave's PPI solution enables the operator to think more broadly about the makeup of data price plans and align subscriber expectations and perceived value with the services offered.

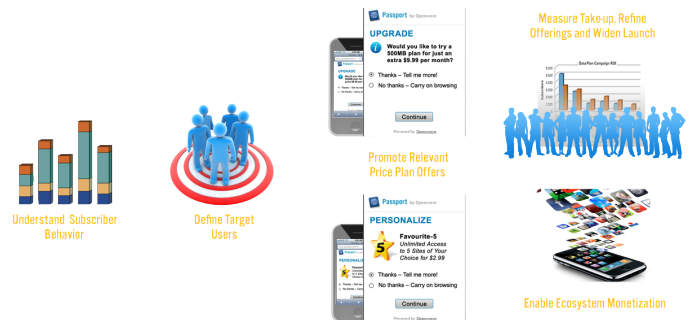


Figure 2: Personalizing Subscriber Offerings.



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About Openwave

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