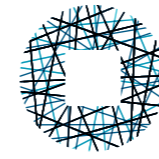


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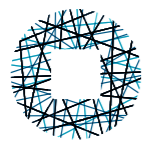


open labs

# NGIN CCP

Convergent  
Charging  
and Policy

Leveraging  
the connected world



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# Solution for the connected world

The increasing demand for data services is a reality today as everyone wants to be connected everywhere at every moment. This is a challenge to any operator that wants to be competitive in the present telecommunications market since these new demands require more targeted offers and impose continuous pressure on network resources.

It is of paramount importance for a competitive operator to have tools that quickly allows the launch of integrated Charging and Policy offers where the operator can combine the optimization of the network resources to answer to users demands with innovative service monetization.

Open Labs CCP solution furnishes OCS function for service monetization and PCRF function for policy management, together with an offer life-cycle management tool that enables the design of integrated convergent offers. The OCS utilized herein can also be used to monetize voice and SMS thus providing the basis for full data-voice convergence.

In brief, this solution delivers the pillars to create differentiating and modern services by: optimizing the use of data network resources; acting as a key enabler to monetize the specificities of the telecommunications data market; shortening the time-to-market through integrated offer management portal; answering to continuous growth by working on top of a modular and scalable architecture. Ultimately it leads to improved customer satisfaction with corresponding word-to-mouth promotion.



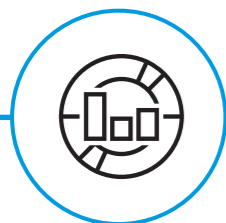
## What sets us apart?

NGIN CCP offers you a state-of-the-art Convergent Policy and Charging Control Solution built according the most relevant standards and using Open Labs experience and expertise granted by more than 15 years working on telecom service control and monetization.

- Future proof fully integrated Policy and Charging Solution.
- ARPU maximization through new integrated business models.
- Customer retention through assuring QoE and satisfaction.
- Promote service control and monetization full convergence.
- Quick deploy and fast time-to-market.

Leverage your business with NGIN CCP by efficiently answering the challenges and opportunities brought by the new connected world.

### Current market



Data services are becoming evermore important for everyone's day life. Today, every service provider must be ready to face these challenges and CCP is the right tool to tackle it.

### Challenge



Promote Data Monetization, enable OTT Partnerships; deliver QoE Improvement; support NGN and IoT.

# Use cases

Being a full CCP solution and following closely all the standards and market requirements ALB NGIN CCP is ready to answer to all modern telecom operators' challenges. The solution enables the support to a wide variety of use-cases and its flexibility allows the easy support of new ones. Next three of the most common use-cases are highlighted: data packs, special offer and bill shock prevention.



## Data packs

Data usage is thriving in nowadays life resulting in data services being used by all types of demographics: from young to elderly people; rural and urban; low income and high income; personal leisure and business. Different users have different needs so operators must have the ability to answer to everyone's desires in a quick and efficient way.

NGIN CCP enables this use-case by delivering all the necessary tools for an operator to create in an integrated manner the data packs offers that best suits each customer segment.



## Bill shock management

Bill shock management is very important in data services in order to keep customer satisfaction and assure revenue while users in roaming. In some countries is actually a legal imposition that customers are informed and limited in the use of data services while abroad.

NGIN CCP allows the operator to control in real-time the usage and session characteristics of a user when in roaming. The solution also allows the operator to stipulate specific spending limits and notify the customer when that limit is reached.



## Complementary offers and promotions

Today's customers need to feel recognized and see themselves in the offers that the operator commercializes. Thus, it is important for an operator to have a set of offers that best attend customer wants. In order to promote up-sell and customer retention is important to have the ability to associate, to those offers, specific promotions (e.g.: discounts, bonus packs) that acknowledges the customer usage and other complementary offers that can easily be subscribed as add-ons (e.g.: turbo button).

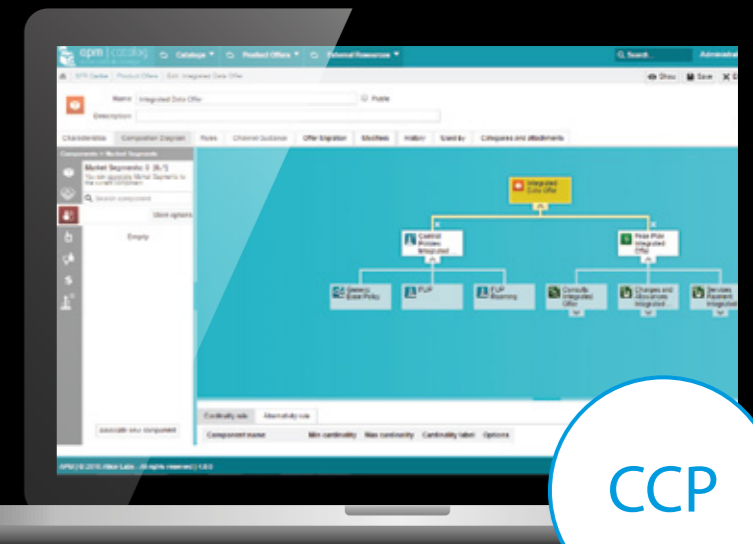
NGIN CCP delivers the tools to build and manage the base offers and the associated complementary offers and promotions. NGIN CCP can be integrated with ALB ACM (contextual campaign management) to provide targeted campaigns.

# Business benefits

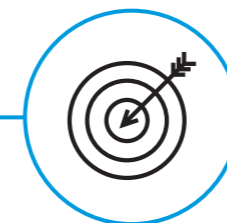
- One single provisioning interface.
- One shared offer life-cycle management.
- Common user communication channels.
- Access network agnostic.
- Advanced possibilities for data control and monetization.
- Future proof solution.



CCP is a policy and charging control solution

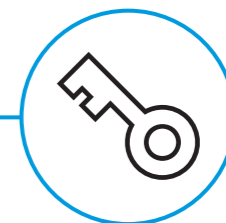


## Opportunity

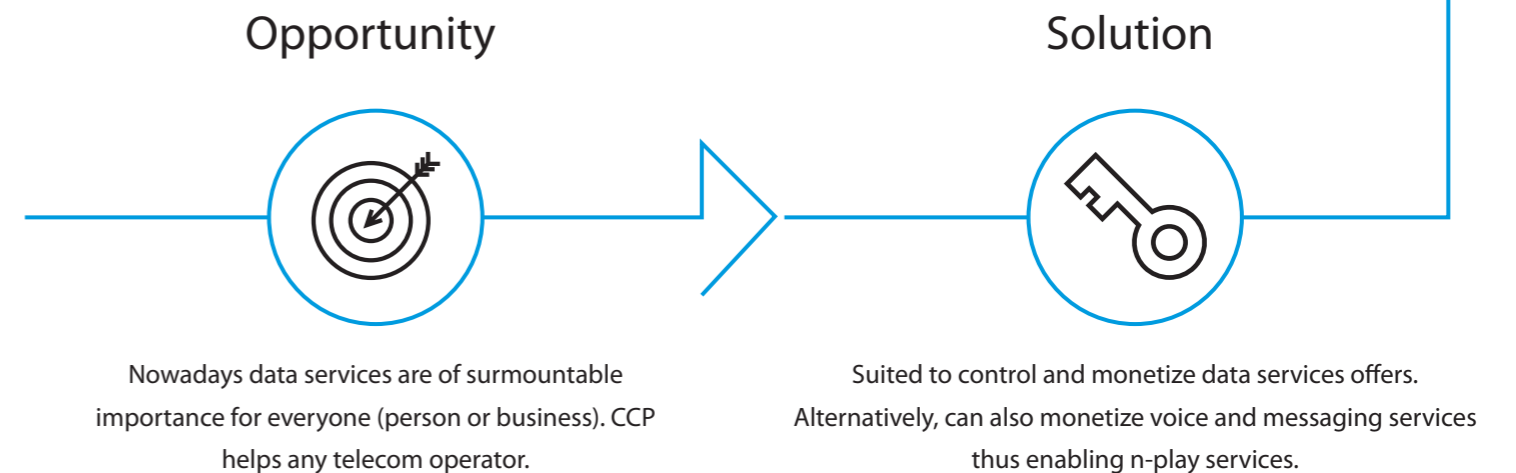


Nowadays data services are of surmountable importance for everyone (person or business). CCP helps any telecom operator.

## Solution



Suited to control and monetize data services offers. Alternatively, can also monetize voice and messaging services thus enabling n-play services.





Who benefits from it?

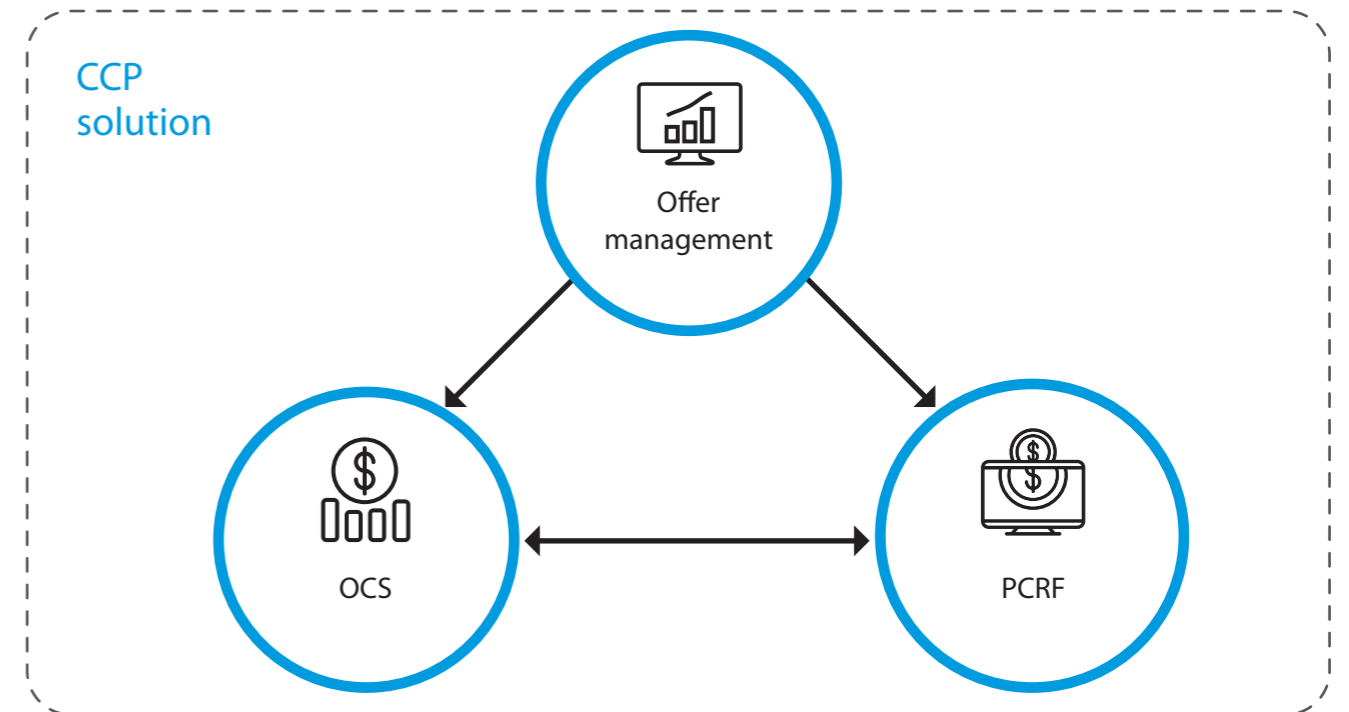


Telecom operators

## Main strengths

- **Customer-Centric solution**  
Flexible Customer-centric Policy and Charging solution.
- **Integrated Offer Management**  
A friendly offer management user interface integrated with the technical catalogs for fast creation and deploy of new services.
- **Modular and Scalable**  
The solution can grow in a easy fashion and with minimal impact to quickly accommodate increase in capacity needs.
- **Single Provisioning Point**  
Integration in heterogeneous operators environment can be complex.
- **VoLTE Ready**  
The solution enables the support of VoLTE on its network.
- **M2M and IoT Ready**  
The solution can help the operator to launch new businesses and services following latest advances in M2M and IoT.
- **Easy Deploy in Heterogeneous Ecosystems**  
Integration in heterogeneous operator's environment can be complex due to the existence of a great variety of systems from different vendors. ALB CCP solution's flexible and configurable interfaces ease this integration.

## CCP ecosystem



## Main features



### Monetization

Highly Flexible Evolved charging for data, voice and messaging monetization.

- Promote the monetization of new services benefiting from the internal complex rating and charging capacities;
- Achieve revenue improvement through reliable balance and top-up management.



### Policy Management

Network agnostic policy management for resource optimization and QoE improvement.

- Foster network resources smart allocation assuring better overall performance;
- Improve QoE by ways of smart resource and QoS reservation according to each application need;
- Enable the creation of offers targeting specific customers, attending their wants and expectations.



### Offer Management

Integrated CCP offer configuration and life-cycle management for improved time-to-market.

- Deploy advanced services through the easy integration with external service platforms that require intelligent management of network resources;
- Assure fast time-to-market by leveraging the integrated offer modeling and management which allows the composition of an offer including both policy and charging aspects;
- Get your teams involved and promote their collaboration for designing the best offers that will meet the customers desires and maximize your return.