

❏ CASE STUDY

BRIDGEWATER SYSTEMS ENABLES TIER-1 WIRELESS SERVICE PROVIDER TO OFFER DIFFERENTIATED CORPORATE SERVICE TO GLOBAL COURIER CUSTOMER

RECEIVING SUBSCRIBER ACCOUNTING AND AUTHORIZATION EVENTS IN REAL TIME LETS GLOBAL COURIER STREAMLINE BUSINESS PROCESSES AND BETTER ALLOCATE NETWORK SERVICE CHARGES

SPECIAL DELIVERY REQUIRED

Every enterprise has unique communications requirements, and this global courier organization, a long-time customer of a leading Tier-1 Service Provider, is no exception. The courier's delivery personnel use mission-critical specialty wireless devices, and other internal departments wanted to increase operational efficiencies by leveraging available subscriber-use information such as:

- > How often they are on the network.
- > Usage patterns and peaks associated with internal applications based on when the session was established.
- > Duration of the session.

The courier also needed to increase its control over troubleshooting issues and implement an accurate charge-back system for data services use, assigning costs back to individuals or departments based on actual use.

The enterprise customer market is highly competitive, and the Service Provider knew it needed to differentiate its corporate services if it was to attract and retain valuable enterprise customers. Further, several of the Service Provider's other customers — utility companies, military, law enforcement, and government customers — had similar specialty devices and communications needs. If the Service Provider could meet this customer's needs, it would pave the way to new opportunities and revenues.

BRIDGEWATER DELIVERS

The Service Provider had an advantage out of the gate, since it already had Bridgewater Systems' AAA Service Controller in its network. This critical element of an IP network:

- > Ensures that a user requesting services is a valid user.
- > Grants appropriate service to the user.

- > Collects real-time session-related accounting records related to network services as they occur.

With the simple addition of the Bridgewater Data Streaming Server (DSS), the Service Provider was able leverage its AAA and feed the RADIUS accounting and authorization events directly to the courier's AAA server in real time.

THE VALUE FOR THE CUSTOMER

The courier used real-time session-related accounting data for logistics improvement, allowing its internal support group to track devices, events, and personnel in real time. The result:

- > Improved logistics accuracy.
- > Effective leveraging of field personnel.
- > Presence information (knowing if a device is on the network).

- > Location information (knowing where the device last connected to the network).
- > Eliminated CAPEX requirement by leveraging existing support infrastructure
 - > Data is streamed to the courier's existing AAA server.
 - > The delivery personnel continue to use the same mobile device.
- > Accurate and real-time tracking of events
 - > Enables comparison of real vs. estimated usage and lets customer verify if the Service Provider hit service level agreement (SLA) targets committed in its contract.
 - > Potentially allows the enterprise customer to exploit trends in usage (i.e., off-peak network usage) in its contract renewal.

- > Ability to charge back data services
 - > Solution provides accurate data that can be correlated based on specific individual or departmental identifiers.

The value to the courier service is realized the moment its service personnel establish data sessions and interact with the wireless data network. It is at that point that all session-related accounting data received by the Bridgewater AAA Service Controller is relayed to the support infrastructure within the courier service. This continues at predefined regular intervals while the data session is active. See figure 1.

THE VALUE FOR THE SERVICE PROVIDER

The primary value for the Service Provider is the ability to provide a critical and differentiated service offering to a long-time enterprise customer.

The ability to deliver real-time session-related data through the Bridgewater Systems AAA Service Controller with DSS also enables another value-added differentiator: the ability for the Service Provider to provide its enterprise customers with assurance that it is meeting its SLAs. By giving the enterprise customer access to real-time session-related accounting records, the Service Provider delivers transparency that promotes a trusted partner business model with its customer.

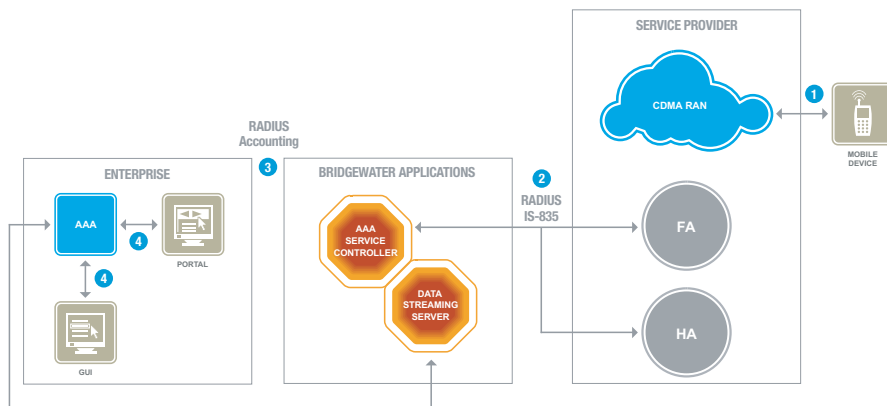


FIGURE 1: Bridgewater AAA and DSS in Service Provider Network with Enterprise Customer's AAA Server

1. The subscriber (i.e., courier) connects to the network and is properly authenticated.
2. As the subscriber uses the network, the Service Provider's Bridgewater AAA Service Controller receives requested accounting events (e.g., start, stop, interim).
3. The Bridgewater Systems AAA Service Controller and DSS deliver customizable formatted accounting records to the enterprise AAA.
4. The enterprise user can now manipulate the data generated for its business purposes. In the case of the courier company, applications could include customer relationship management (CRM), scheduling/routing programs, and financial accounting (e.g., related to departmental cross charges).

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