

Data Sheet: Bridgewater's myPolicy



Bridgewater's myPolicy

The proliferation of smartphones and appetite for mobile data applications for personal and business use creates challenges for mobile operators, including mobile bill shock which fuels customer dissatisfaction and drives up bill forgiveness costs.

Mobile bill shock refers to the unexpectedly high bill that a customer receives as a result of high roaming charges or exceeding voice or data service limits. It's prompted legislative changes to protect consumers. The European Union (EU) put legislative controls in place to prevent mobile bill shock in 2010. Later in the year, The Federal Communications Commission (FCC) proposed a new set of rules that would require mobile operators to alert customers when they are about to reach their monthly usage limits.

The award-winning Bridgewater's myPolicy™ solution is an innovative policy control solution that helps operators prevent mobile bill shock by providing their iPhone® and BlackBerry® smartphone, and mobile data card customers with a transparent dynamic view of their mobile data usage, the ability to set personal limits, and take advantage of special offers.

HIGHLIGHTS

The award-winning Bridgewater's myPolicy helps mobile operators prevent mobile bill shock for their:

- iPhone customers;
- BlackBerry customers; and
- Mobile data card customers.



Data Sheet: Bridgewater's myPolicy

Why Bridgewater's myPolicy?

- **Improve customer loyalty** by empowering consumers and enterprises to set their own policies including personal limits and notifications, prioritizing applications, or assigning different usage thresholds by employee function.
- **Drive incremental revenues** with personalized services such as roaming or application day passes, bandwidth boosts, and other special offers.
- **Reduce customer service costs** by giving subscribers the freedom to set their own policies and monitor usage in real time on their mobile devices.
- **Complement web self-service portals** with a convenient mobile client application option that offers quick and easy access to personalized subscriber usage controls and service options.

Features and Benefits

- Optional module for the **Bridgewater® Policy Controller** that extends the mobile operator's investment in policy to support innovative client applications.
- Supports the following client screen views:
 - **My Usage:** Tracking real-time data, SMS and applications usage, as well as voice and roaming charges anytime, anywhere.
 - **My Limits:** Setting personalized limits, notifications, and roaming controls to manage mobile usage and prevent bill shock.
 - **My Offers:** Receiving special offers in real time such as day passes for new applications, roaming passes for subscribers who are traveling, bandwidth boosts, and other special offers.
- Features the following modular components for ease of integration into the existing network:
 - **myPolicy Client Application** for the Apple® iPhone and Research in Motion's (RIM) BlackBerry, and for mobile data card clients.
 - **myPolicy Broker** is a key component that brokers requests from the myPolicy application, as well as other applications and portals, and communicates with the Policy Controller to retrieve dynamic usage data, using SOAP/ XML interfaces.
 - **myPolicy Software Development Kit (SDK)** for operator-specific client customizations and extensions.

Data Sheet: Bridgewater's myPolicy

Overview: Policy Controller

The Policy Controller is a PCRF-compliant policy control function that applies real-time network, application, and subscriber rules such as updating usage information and enforcing limits. In the myPolicy solution, the Policy Controller sends requests to the relevant IT, billing, on-line charging or other systems for the required information.

Using a sophisticated underlying subscriber data management core provided by Bridgewater's Subscriber Data Broker™ or through integration with existing subscriber data management systems, the Policy Controller supports subscriber, application, network and now client policy control from a common software platform, enabling service providers to personalize the mobile experience.

Features and Benefits

Featuring a smart and unique approach to policy control:

- **Smart Client™**: Real-time subscriber self-service and notifications in a convenient client interface that extends control to customers to manage their data usage.
- **Smart Controls™**: Real-time subscriber entitlements, authorization, and control to enable a personalized customer experience.
- **Smart Apps™**: Dynamic and intelligent access to open applications, Smart Apps reduce provisioning points and potential for errors. Smart Apps are proven to accelerate time to market with one customer deploying 20+ applications in weeks.
- **Smart Caps™**: Precise, real-time bandwidth controls that adapt to changing network conditions and dynamic subscriber context. Smart Caps enables adaptive, contextual bandwidth controls based on customer behavior, network conditions, and real-time state (e.g. subscriber roaming).
- On board quota management to manage usage thresholds on a per subscriber basis using real-time metering based on volume or time:
 - Enable monthly or “burst limits” based on real-time quota management.
 - Provide immediate control when a customer’s limits have been reached; for example, downspeed or send notification.
- Configurable business rules engine allows you to easily create rules for notification and usage breaches, and other policy decisions based complex conditions and actions:
 - Masks underlying network complexity by abstracting business rules from detailed protocol interactions.
 - Allows you to easily create and modify policies at pace with service innovation.
 - Removes the need for custom software coding by providing flexible manipulation of business rules into policy-driven services.
- Easily integrates with back-end systems and features the following adaptors:
 - Middleware
 - IT Systems
 - OSS/BSS
 - Subscriber data

Data Sheet: Bridgewater's myPolicy

Overview: myPolicy Broker

The myPolicy solution features the following policy control components that reside in the service provider network: myPolicy Broker and Bridgewater® Policy Controller.

myPolicy Broker is a module of the Policy Controller. It brokers requests from the myPolicy client application, as well as other applications and portals, and communicates with the Policy Controller to retrieve the appropriate data and present it back to the user according to their preferences.

Features and Benefits

- Functions as an extension of the Policy Controller, and resides outside the firewall to provide a client presentation layer broker to the backend Policy Controller which resides in the service provider network.
- Deployable on a separate hardware platform, and eliminates direct client access to a policy decision network element such as the Policy Controller.
- Features universal HTTPS interface to handset clients and is provided over a web services interface.
- myPolicy client broker communicates with the Policy Controller using SOAP/ XML interfaces.

Overview: myPolicy Smartphone Client Application

The myPolicy smartphone application supports iPhone devices, BlackBerry devices, and mobile data card clients. It provides a dynamic and transparent view of customer usage versus their monthly plan. Views are available by application type, roaming usage, or home network usage. Full transparency encourages customers to try new applications without fear of running up a high monthly bill.

The myPolicy smartphone application provides customers with three main screens:

- **Usage Screen,**
- **Set Limits Screen,** and
- **Special Offers Screen.**

These screens are highly customizable to meet the requirements of individual operators.

Data Sheet: Bridgewater's myPolicy

Usage Screen



Benefits

- Allow customers to track their own personal usage compared with their plan by megabyte or on a currency basis.
- Provide transparency for customers on their usage at a more detailed level – by application, roaming, and home network.
- Ensure compliance with regulations on roaming limits, notifications, and controls for customers.

Data Sheet: Bridgewater's myPolicy

Set Limits Screen



Benefits

- Allow customers to proactively set personal controls; for example, in advance of business or leisure travel plans.
- Extend control to customers – what their limits are, how much they are willing to spend, and how and when they are to be notified.
- Allow customers to modify usage and notification controls in line with personal spending limits and circumstances, which may be different at different times.
- Ensure compliance with regulations around roaming limits, notifications, and controls for customers.
- Provide a personalized mobile experience to customers to reduce churn and improve customer satisfaction.

Data Sheet: Bridgewater's myPolicy

Special Offers Screen



Benefits

- Improve customer satisfaction by providing timely and relevant offers to customers when they need them most; for example, bandwidth top-ups.
- Allow users to try new applications while being protected against mobile bill shock; for example, a day pass for unlimited usage of a new application.
- Generate new revenues through special offers that can be pushed to customers.

Data Sheet: Bridgewater's myPolicy

Overview: myPolicy SDK

The myPolicy SDK supports specific customizations, extensions, and branding including integration to an operator's self-service portal.

About Bridgewater Systems

Bridgewater Systems, the leader in intelligent broadband controls, provides pre-integrated solutions for mobile and converged operators to transform their networks, optimize mobile data growth, and innovate with new services. The Bridgewater portfolio of carrier-grade products includes Service Controller (AAA), Policy Controller (PCRF) and Home Subscriber Server (HSS), anchored by a common identity and device management system. More than 150 leading service providers worldwide leverage Bridgewater to create and deliver profitable services to consumer, enterprise, cloud and machine markets. For more information, visit us at

www.bridgewater.com

Copyright statement

© 2011. Bridgewater, Bridgewater Systems, the Bridgewater Systems logo, WideSpan, Smart Caps, myPolicy, and Subscriber Data Broker are trademarks or registered trademarks of Bridgewater Systems Corporation. All other company, product names and any registered and unregistered trademarks mentioned are used for identification purposes only and remain the exclusive property of their respective owners.

Company Headquarters
303 Terry Fox Drive
Suite 500
Ottawa, Ontario
Canada K2K 3J1
P: +1 613 591 6655
F: +1 613 591 6656

European Office
1st Floor, 6 Faraday
Office Park, Faraday Road
Basingstoke
United Kingdom
RG24 BQQ
P: +44 125 684 0877
F: +44 125 636 3833

Asia Pacific Office
Suite 211/250 Pitt Street
Sydney, NSW
Australia 2000
P: + 61 2 9283 2313
F: + 61 2 9283 3738

U.S. Office
280 Madison Avenue
Suite 912
New York, NY
United States 10016
P: +1 866 652 0471
F: +1 613 591 6656

Hong Kong Office
Unit #30, Level 23
One Island East
18 Westlands Road
Quarry Bay, Island East
P: +852 3750 7588
F: +852 3750 7469