

Use Case

Service Extensions – Data Roaming

Opportunity

Generate new roaming from subscribers who have an existing flat rate service plan that does not include data roaming privileges, and may require access to data services from time to time while outside the home network.

Situation

- Growth of flat-rate plans has drastically increased.

Service providers are increasingly looking at ways to generate incremental revenues from service extensions, such as roaming.

Challenges

- Many flat-rate plans do not include data roaming options.

Service providers incur costs from roaming partners without a corresponding revenue gain.

Potential Impact

- Lost revenue opportunities.

Increased customer churn.

Solution: Casual Data Roaming

The Bridgewater® Policy Controller (PCRF) enables service providers to capitalize on this opportunity. Service providers can offer their customers temporary data roaming services, enabled through a web-based self-service portal. The new service can take effect immediately or as part of a time-based service controlled by the user.

Solution Benefits

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| ▪ Control operating expenses | ▪ Reduce strain on customer service representatives with self-service options. |
| ▪ Increased customer satisfaction | ▪ Keep users satisfied with flat rate plans that can be extended when they need service, and provide useful flexibility within service plans |
| ▪ Increase revenues | ▪ Drive incremental revenues from flat-rate plan customers |

The Bridgewater Systems Advantage

- Enables flexible duration-based, time-windowed, and time-bucketed service options using dynamic metering.
- Subscriber data management and subscriber context information enables service providers to deliver targeted, just-in-time services.
- Usage tracking and targeted services for each user.

Subscriber redirection capability for lower service costs and better usability.

Solution Components

The Bridgewater® Service Controller

About Bridgewater Systems

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater's Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatum, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewater.com.

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