

Use Case

Casual User

Opportunity

Increase revenue by offering data services to casual users such as travellers looking to access services while roaming out of their home network, and to existing subscribers who want access to services on a casual basis.

Situation

- High usage of Internet services in hotels and city hotspots demonstrates demand for casual access.
- Issues accessing data services through hotspots include lack of range of service, level of connection security, and having to register for the service at every hotspot.
- Existing customers may be reluctant to subscribe to data services as they do not want to be tied down by additional charges for a long term data.

Challenges

- Getting casual users up and running quickly and with minimal provisioning effort.
- Offering flexible metered plans for subscribers who are reluctant to register for long term data contracts.
Customers looking for better options and greater flexibility than Wi-Fi services while on the move.

Potential Impact

- Lost revenue opportunities.
Increased churn when customers go to service providers who can offer flexible service offerings.

Solution: Casual Data Services

The **Bridgewater® Policy Controller** enables service providers to capitalize on this opportunity. Service providers can offer customers access to temporary data 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.

By offering on-demand temporary access to data services, customer can get a chance to experience data services without having to sign up to long term contracts. This not only satisfies subscriber's data requirements but also allows them to make a more informed decision about whether they would like to become a full time subscriber.

Solution Benefits

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| ▪ Control operating expenses | ▪ Reduce strain on customer service representatives with self-service options. |
| ▪ Increase customer satisfaction | ▪ Let customers use the data services that they want when they need them. |
| ▪ Increase revenue | ▪ Drive additional revenue from new users. |
| | ▪ Increase average revenues per user (ARPU) from casual subscriber usage |

The Bridgewater Systems Advantage

- Incremental to subscription-based offerings – drives incremental ARPU from users who would not typically subscribe to traditional plans.
- Allows subscribers to try a broadband experience on a limited basis – target new subscriber segments with promotions.
- Enables service providers to compete with traditional Wi-Fi services – airports, hotels, metro areas.

- Allows user to be truly mobile without having to re-register every time they go to a new hotspot – enables wider coverage than Wi-Fi.
Reduce revenue leakage by taking action as usage threshold is reaching in mid-session.

Solution Components

The Bridgewater® Service Controller

The Bridgewater® Policy Controller (PCRF)

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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