

Use Case

Tiered Services

Opportunity

Offer flexible, personalized service packages that appeal to a variety of subscribers with different usage preferences.

Situation

- Service providers are looking for ways to personalize service delivery for their customers.
- An “unlimited” plan may be of interest to heavy data users who are willing to pay for unlimited bandwidth and faster access to the network.
But what about the occasional data user? Should they have to pay for data bandwidth that they do not use?

Challenges

- Providing differentiated service plans to meet subscriber demand.
- Providing a dynamic way for subscribers to register and move between different levels of plans.
Enabling real-time notification to subscribers when limits are reached and providing options to continue service.

Potential Impact

- Lost revenue opportunities.
Increased churn when personal service requirements are not met.

Solution: Tiered Services

The Bridgewater® Policy Controller (PCRF) enables service providers to capitalize on this opportunity by offering service tiers that meet customer requirements.

For example:

Bronze - 128 Kbps QoS: 2 G/month – \$20

Silver - 256 Kbps QoS: 4 G/month – \$40

Gold - 512 Kbps QoS: 10 G/month – \$70

Bridgewater Systems also provides flexibility within these plans to dynamically alter service depending on the situation. Customers can receive proactive notification well before they breach their usage limits (e.g. if 75% of monthly quota is used in first 5 days) in the form of an e-mail, SMS text message or a redirection to a web portal. If they are consuming excessive bandwidth, they can be redirected to a portal where they can be offered:

- A temporary service upgrade.
- A trial period at a new service tier.
- A new service tier.
Throttle service to minimize excess charges.

Tiered services combined with flexible deployment plans provide a compelling business case to customers over and above “all-you-can-eat” plans.

Solution Benefits

- Control operating expenses
- Reduce strain on customer service representatives with self-service options.
- Increase customer satisfaction
- Flexible tiered service offerings let customers sign up for data service packages that meet

their individual needs.

- Drive incremental revenue
- Service differentiation
- Target heavy bandwidth users for service upgrades.
- Help users manage bandwidth consumption with pro-active notifications and offers.

The Bridgewater Systems Advantage

- Proper quality of service levels pushed down to users ensuring that they are receiving the correct service level.
- Monitoring of service thresholds helps users better manage their usage and account, increasing overall consistency of experience and satisfaction.

Mid-session redirect of users who have breached their threshold keeps revenue leakage to a minimum.

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, Tatung, 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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