DigitalRoute Policy Control Case Study

Pan-European Communications Service Provider

DigitalRoute
Every bit counts.

Background

The customer is a service provider, operating a multi-vendor 2G/3G/LTE network and active in one of the world's most competitive markets. High subscriber acquisition costs in combination with intense price pressure and high churn rates force carriers in the region to prioritize their customer satisfaction and retention strategies. Policy Control in this context plays a central role in achieving these business objectives as it helps manage the subscriber experience. Today, policy is starting to overtake the importance of rating as a service differentiator.
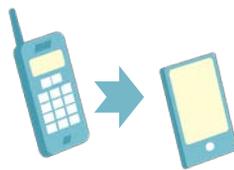
"With an ever growing demand for mobile data services and technology shifts, policy control is becoming strategically important. Before, it was good to have, Now, it is a necessity."
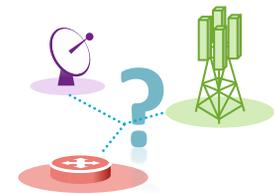
Challenges

The customer needed to address three key business challenges:

- The need to rapidly provide **real-time control** of data consumption for **subscribers**

- Alignment with BSS transformation strategy, **optimizing data** infrastructure for next generation services

- Deployment of a Policy Control solution for multi-vendor network capable of leveraging new network technologies and also **support strategic requirements**

Providing realtime control was identified as the key challenge as existing BSS systems serving the postpaid subscriber base lacked these capabilities.

The DigitalRoute Solution

MediationZone® was selected after a thorough commercial and technology evaluation process. One of the main reasons for the selection was its ability to shorten the time-to-market for new service offerings.

DigitalRoute Policy Control provides superior integration capabilities enabling new policy control applications by unlocking the potential of all data in the service providers' IT and network infrastructure. The solution extends the use of real-time policy decisions and end-user communication to all business- and operations processes that are connected to the customer experience. The modular architecture enables service providers to optimize the re-use of existing infrastructure components and avoid functional overlaps. Existing Online Charging Systems and databases can be integrated as an alternative or complement to the optional profile repository.

Based on the MediationZone platform, the solution supports integration via standard or proprietary interfaces in complex multi-vendor environments. Dynamic creation of policy rules through configuration is supported and eliminates the need for time-consuming and costly customizations.

Implementation

The customer opted for a phased approach to implementation where each phase addressed the near-term challenges of providing real-time control. The chosen solution, within each phase, enables users to purchase a large variety of subscription packages both for international roaming and national usage.

The first phase of the project focused on the deployment of one-time packages for roaming use cases. Deploying the solution was highly prioritized as significant revenues were at stake unless MediationZone could be implemented in time for important market campaigns related to the summer vacations of 2012.

The complete solution was deployed on commodity hardware that was already available for re-use at the customer site.

Results

The first phase of the project was initiated with a set of high-level baseline requirements in early 2012 and went into live operation just three months later. Detailed use cases were defined in close collaboration between the customer and DigitalRoute. The flexibility and configurability of MediationZone made it possible to rapidly adapt the solution to optimize the business benefits.

- Fixed price for mobile data in selected countries
- Subscribe through SMS or customer service
- Multiple packages valid for 24h
- Activation on first use
- Low quota warning via SMS
- Automatic renewal offer
- SMS balance enquiry

Example of service offering based on phase 1

The second phase, covering monthly quotas and one-time purchases of usage data, was initiated at end of 2012 and went live in early 2013.

Headline benefits provided by the DigitalRoute Policy Control solution based on MediationZone:

- Added real-time enablement layer servicing subscribers without extensive impact on surrounding systems
- Effective usage control and end-user communication
- Easy integration with BSS/OSS and core network
- Rapid and agile delivery without product customizations.
- Flexible configuration enables rapid extension of the solution to support future requirements and shorter time-to-market for new products and services
- Zero hardware acquisition cost

"The agility of MediationZone from DigitalRoute makes it easy to capitalize on existing infrastructure and drive innovation."

During 2013, the customer plans to expand on the usage of MediationZone to create new and innovative services and enhance the customer experience.

About DigitalRoute®

DigitalRoute® delivers a new approach to managing data. Our platform, MediationZone, empowers organizations to liberate the value hidden in their usage information via a unique approach that supports multiple mission-critical aspects of their business. DigitalRoute customers benefit from fewer integration points, reduced costs and flexible data management. Over 260 leading companies from around the globe are today actively using DigitalRoute technology to help meet their data management needs. DigitalRoute is headquartered in Stockholm, Sweden with regional offices in Gothenburg, Atlanta, and Kuala Lumpur. DigitalRoute is a venture-backed, privately held company.

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