

## MANAGING CONTENT IN REAL-TIME: A NEW DYNAMIC IN THE MARKET



**“We chose Atos Origin because they have extensive experience in rating and billing solutions, plus an unrivalled systems integration expertise. Thanks to this we count on high performance rating solution to support the launch of GPRS advanced services.”**

Rafael Camacho, Core Network Engineering, Optimus.

Since its launch in 1998, Optimus has been continuously growing in the Portuguese market with one goal in mind: to lead the Portuguese telecommunications market by making people's lives easier. By the end of the third quarter 2003, Optimus had already achieved more than 2.25 million customers and reached a 22.4% market share.



#### BUSINESS CHALLENGES

Optimus is the only telecommunication's operator in the world to have received three GSM Award's for three consecutive years and has been recently recognized by the national telecommunications regulator as the best network operator in the Portuguese market. Launching new products and services in the Portuguese market—mobile portals, SMS information services, entertainment services, GPRS services—Optimus is also in the lead in the deployment of new technologies.

With the successful growth and great acceptance of SMS services and the launch of GPRS, Optimus was eager to exploit the potential of new mobile data services as the key to keep customer loyalty and ensure new revenue streams.

Optimus needed to be able to rate not only based on connection time and on volume but to charge its content

services in a way that could optimize the full value of the network investment as well as let customers appreciate and differentiate value in specific services through differentiated pricing. A solution was needed that enabled them to create flexible rating and billing models that best present the value of a service to its end-user.

Appropriate charging was particularly important to be able to rate mobile Internet and multimedia services for prepaid customers.

The solution should enable Optimus to charge GPRS services in real-time for both prepaid and postpaid services and maximize revenue by avoiding the risk of fraud related to prepaid hot billing systems. Roaming support capabilities were also required.

#### New Charging Models:

- > Data transactions can be rated by type (Applications/ Events based) instead of volume or duration. For example per e-mail, per file download, etc.
- > Announcements can be charged to the advertiser
- > Free access to predefined content can be offered. This generates new payers in the revenue model
- > Control access to predefined content
- > Differentiated billing for different services (protocol based charging): Web, WAP, MMS, POP3, FTP, MMS
- > Location sensitive rating
- > Special rating for peak hours of specific services.

## SOLUTIONS

In partnership with Optimus, we have designed, developed and implemented the solution, which has been installed without any upgrades to the existing infrastructure.

Atos Origin's real-time manager for advanced content exploits the inherent diversity of data services. Flexible charging allows for service differentiation and new business models. The solution allows this without requiring any modification in the legacy systems, thereby minimizing the investments usually needed for innovative services.

This network node performs traffic analysis; content filtering and metering to enable real-time rating of advanced data content.

As stated, this real-time capability had become critical with the increase in data services because it enabled the operator to instantaneously check the prepaid subscribers' remaining balances before allowing transactions to take place. This same functionality also allows real-time charging of GPRS/UMTS traffic for prepaid customers when roaming. The solution has been built on a flexible platform to allow the easy deployment of GPRS and UMTS value-added services.

## BENEFITS

### > Time-to-market

Strict deadlines were met to enable Optimus to be the first one to have the real-time capability for GPRS in the market. Best charging methods would translate in churn reduction, thus meeting Optimus challenges: leadership, innovation and best quality of services and customer satisfaction.

### > Fraud Control

The solution has been designed to enable the creation of multiple new content data services eliminating the inherent barriers of traditional charging. With this solution, Optimus can supply these services and maximize revenue by avoiding the risk of fraud related to prepaid hot billing systems while minimizing customer overcharging for unwanted or non premium services.

### > Sensitive Content Charging

The Real-time Content Rater analyses, meters, controls and filters all data traffic according to predefined charging criteria such as protocols (different access methods: http, WAP™, FTP, e-mail, MMS), time frame (peak hours), value to end-user (premium services), etc. This allowed Optimus to offer certain services at reduced or premium prices and other simply for free, as for example free access to the Intranet of corporate customers.

### > Maximizing ROI

The implementation of the Real-Time Content Manager did not require either modification or investment in the GPRS/UMTS network. The solution works with existing services, content and rating and billing systems, maximizing the return on current investments.

### > A Worldwide IT Partner

Optimus chose Atos Origin because of the company's best reputation for leading system design and integration skill, especially in the Business Support Systems arena.

## About Atos Origin

Atos Origin is an international information technology (IT) services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EUR 5 billion and it employs 47,000 people in 50 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and its clients include ABN AMRO, Akzo Nobel, Alstom, BNP Paribas, BP, Ericsson, EDF, Euronext, Fiat, France Telecom, ICI, ING, KPN, Lucent, Philips, Renault, Royal Bank of Scotland, Saudi Aramco, Schlumberger, Shell, Telecom Italia, UBS, UK Department for Work and Pensions, Unilever, Vivendi Universal and Vodafone. For more information, please visit the company's web site at [www.atosorigin.com](http://www.atosorigin.com)

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