

Policy Manager

3rd party OTT integration

Extending service offerings to global mobile and landline networks



With the growing number of powerful network devices, subscribers have begun to use Internet services as a constantly available commodity of daily life. And with more and more Internet applications, ever more data is stored in cloud-based internet archives or even streaming services. As a result, operators are seeing a significant shift of revenue from networks to Internet services in their value chain.

New challenges

In order to provide more real-time data and a higher quality of service, network operators need to invest in bandwidth. Yet these investments will barely pay off, because subscribers tend to compensate their Internet spending by paying less for network services. Network efficiency is thus in high demand, and also represents a way for operators to monetize their assets on the Internet by charging service providers.

By extending their service offerings not just to their own subscribers but also to their

subscribers' Internet service or content providers, network operators can now utilize new multi-party business models.

In these models, an operator provides services to subscribers, but charges the subscriber's Internet provider: or the network operator charges subscribers for basic services, while their Internet service providers are charged for additional premium services.

The Atos Policy Manager

To manage these challenges, Atos has developed the Atos Policy Manager. This solution creates a win-win situation for all parties, because it efficiently weighs and evaluates millions of parallel sessions and allows network operators to deliver the quality of service (QoS) paid for by their subscribers.

With the Atos Policy Manager, operators can also generate additional revenue by creating subscription plans and providing third-party Internet service providers with some control of QoS and priorities.

“We were looking for a new tool that would help us do things right, a tool that caters for extending our service offerings to new clients without increasing our overhead. The Atos Policy Manager is such a tool.”

Customer feedback

Efficiency – the essential ingredient for networks

The Atos Policy Manager is ideal for dynamically adapting network capabilities in real time, optimizing network efficiency, and therefore eliminating the need for investments in new infrastructure. What's more, the Atos Policy Manager can offer some control of network capabilities (like quality and priorities) to third parties (for example, Internet service providers).

PRIO API and BAQS interface

By providing these interfaces, the Atos Policy Manager directly addresses third-party Internet service providers who commonly use these REST-based interfaces to provide proprietary services. With BAQS (business aggregation of quality services) providing some quality of service control to particular Internet services and their providers, and PRIO API allowing some QoS control to third parties for particular subscribers, both interfaces are additions to the diameter-based Rx interface. They provide control function to third-party OTT (over-the-top) providers/Internet service providers who can be charged for this service.

New business models emerge

With the Atos Policy Manager, network operators can offer third-party Internet service providers control of some network capabilities (QoS, PRIO) and charge them for it. This creates a wide variety of new business models, because the network operator can now charge the subscriber for basic network services and charge the third-party Internet service providers for some additional premium upgrade of the network service. Alternatively, the network operator might also charge third party for the subscriber's entire service.

These new business models include:

- Multi-sided payments - operator charges both the subscriber for basic network services and the third party for assigning control of PRIO and QoS
- Advertisement/sponsored data - operator does not charge the subscriber for some ntnetwork service/s, but instead charges the third-party Internet service provider
- Freemium - some basic level is free of charge, but a premium is charged to the third party

Solution architecture – scalable and reliable

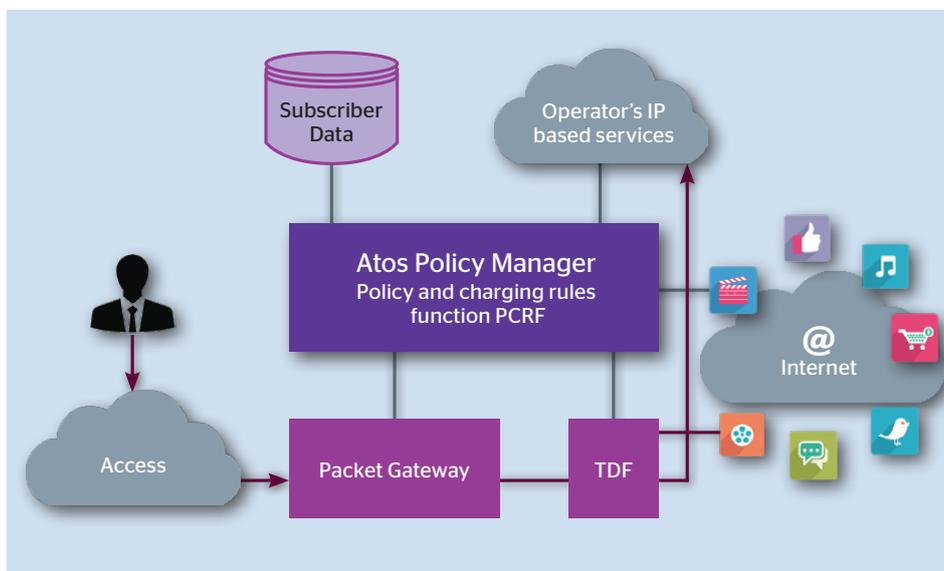
With Atos Policy Manager, Internet service providers can assign priority and/or quality to the network connections for their services (per subscriber/for all subscribers).

This means that third-party Internet service providers must follow the rules and policies established by the network operator to allow them to control part of the network's capabilities.

The Atos Policy Manager provides a very sophisticated and intuitive graphical user interface that the network operator can introduce with practically no effort.

Better service, more business

Instead of sharply increasing investments while part of the revenue melts away to Internet service providers, the Atos Policy Manager provides a tool that creates new business for network operators, regains revenue from the Internet - and improves subscriber loyalty at the same time. The tool is fast to deploy, easy to operate, and highly and dynamically scalable.



For more information: [+40 268 409 400](tel:+40268409400) / info-cc@atos.net / atos.net/convergence-creators

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