



Doing Business Beyond Plain Vanilla Internet Access

Billing and Bandwidth Management Software

WHITE PAPER

This paper explores how Service providers can use 24online's bandwidth and subscriber management solution to provide multiple services and reduce subscriber churn and increase average revenue per user.

With Internet, although subscribers have to login to an ISP, thereafter they can enjoy services like e-mail, ecommerce, video and music download without the further participation of the ISP. Subscribers are no longer passive recipients of the services offered by an ISP but are interactive, demanding consumers. In today's competitive landscape, the provision of access alone is not enough.

The burning issue is not "How long can I extend a single service?" but rather, "How many new and exciting services can I provide?" Products phase out, but the basic need to communicate increases in proportion to the opportunities given to end users.

Service providers are faced with the need to deploy multiple services in order to stay in with head-to-head competition. And hence are, on the look out for the solution that allows to them to deploy these new revenue generating services while minimizing costs. At the same time, service providers are also aware of the fact that the innovative and value-based marketing plans will be a priority in the successful execution of these new services.

As the move to provide multiple services continues, simple pricing (flat fee) plans for a single service may not be as effective. Rapidly growing IP world requires the ability to support a mixture of services and packages, and the offering of personalized, value-added packages to different subscribers. Service providers cannot treat each new service offering as a different line of business, but rather collectively manage, bundle, and promote all services offered to their subscribers in a coherent manner.

By doing this, service provider can improve subscriber loyalty, reduce churn, and maximize revenue per subscriber.

Service providers also need to be able to selectively target the most utilized specific value added services to their subscribers and charge the appropriate value for those specific services. To do this, flexible pricing options for different subscriber segments is required.

Ultimately, they will require a subscriber management and billing system that is not only capable of supporting traditional services, but is also focused on the subscriber relationship including support for next generation services, single account management for prepaid and postpaid subscribers.

Offering a comprehensive suite of services including voice, video and data raises the potential of increased customer retention and satisfaction.

24online enables deployment of attractive and value added services that meet subscribers' expectations on quality and price.

The remainder of this paper delves into the details of 24online features and their value to you - a service provider. Most discussion deals with features which are powerful but flexible and the usage scenarios for application.

The first step in provisioning multiple service is to understand the subscriber needs in terms of usage which will help in distinguishing each user and defining subscriber specific service and billing models.

Providers need the ability to develop promotional programs through which premium services can be targeted to specific subscriber segments based on actual customer behavior. For example, they could create novel marketing programs, such as offering

an hour of free access to download without any bandwidth restriction or a free web hosting for 6 months for subscribing to a premium shopping channel. Not only does this introduce subscribers to new services that are being offered, it also generates improved subscriber loyalty and develops a mindset that is open to up-selling opportunities.

24online allows defining a service scheme/Promotional/marketing packages with the combination of any of the parameters as per the requirement:

1. Timings
 - Flexible rates
2. Access scope
3. Bandwidth
 - Upstream
 - Downstream
4. Data
5. Billing
 - Post paid
 - Prepaid
 - Flat rate
 - Usage based

• Service ideas

Pay as you go/Casual Access

Internet connection for occasional surfers, pay only when you are using, ideal for Hotels

Availability - any time of day or night

Night surfers - Half price/Reduced rate

Surfers who prefer to use the Internet at night, offering unlimited access

Availability - Sunday - Saturday between 10pm and 6am

Day surfers - Unlimited access

Surfers who prefer to use the Internet during day time, offering unlimited access

Availability - Monday - Friday between 10am to 6pm

Weekend bonanza - Unlimited access

24hours access

Availability - Saturday - Sunday

After Work hours - Internet access after working hours

Perfect for use during leisure hours

Availability - Monday - Friday between 6pm to 8 pm

Always on - Unlimited Access

Use the Internet as much as you like, whenever you want (24/7 access)

Availability - Anytime

Rate flexible - Free for Night hours surfing, 50% on Weekends

Student package - Half price/Reduced rate

Availability - Six months - between 10pm and 6am

Monthly/Annual Download quota

Cyclic package for Educational Institutes - Per week - Per day

Broadband - Commercial package

Free activation - monthly/annual postpaid/prepaid billing

Only Email

Send & receive your emails any time of the day at the all time lowest price

Free upstream package

Upstream free & First 400megabytes downstream free

Unlimited downstream package

Availability - Monday - Friday between 6pm to 8 pm

256k Downstream package

Upstream 64 kbps & 256kbps downstream

1Mbps Downstream Night package

Upstream 256 kbps & 1Mbps downstream

Rate - 50% for the first 2 Gigabytes

Tracking Usage patterns, Gaining Visibility and tracking Service usage

Once the service-level commitments are done, validating becomes part of the contract. Commitments are easy. But measuring actual delivered services is the only way to compare commitments to reality. Subscriber retention and satisfaction is by and large based on Service Provider's ability to demonstrate that the commitments are delivered. Apart from demonstrating the commitments, it is equally important for the Service provider to track, manage and measure the effectiveness of the service usage. This will also provide an insight on whether to introduce a new service, discontinue with the service, bundle the services or whether service needs some additional promotion.

24online tracks average and peak traffic levels, identifies top users and evaluates network efficiency. Graphs and statistics can help service providers reassure subscribers that they are getting what they pay for as well as track their own progress and diagnose problems.

It all adds up to convenient, fast access to the key information that allows to monitor and report on performance, utilization as well as assess and plan for critical needs in the future.

24online Reporting capabilities include:

- Internet Surfing Reporting
- Data transfer/Bandwidth reporting
- Service based reporting
- Organization based reporting
- User reporting
- Region/segments wise reporting
- Invoice reporting

24online offers a variety of mechanisms to track top consumers of bandwidth. Results are displayed in the form of lists, tables and graphs. You can even isolate and examine the top subscribers, services, web sites, groups of users, and other possibilities.

In general, there are some basic questions that can be answered

1. What Internet services do users need? - Email? Chat? World Wide Web browsing? Research services? E-commerce?
2. What kind of access do users need? - Full-time, periodic, shift or casual?

Resolving these questions at the outset will help in planning the services in the most efficient way.

Value added Service - Subscriber Portfolio

24online maintains - User My Account - page that serves as a vehicle for delivering information about usage and status to each subscriber.

24online maintains, updates their content, and makes them available to the subscribers. This page is the most convenient method to convey customized information to individual subscribers and be in touch with each of them. Service provider can choose whether to use this feature as a competitive differentiator or as an add-on service for added revenue.

The page offers subscribers ability to:

- Generate reports - graphs and tables that describe and validate usage

- Enable subscribers to check their own account status and invoice details and reduce the volume of helpdesk calls
- Notify subscribers of service changes or other timely messages

24online's service provisioning solution is the place where technologies, networks and services meet. The powerful service provisioning functionality allows to roll out and provision new services rapidly.

24online can handle all types of multi-service network, from today's IP solution to tomorrow's all-IP multimedia network. For any Service provider, 24online is the complete solution to managing a multi-service network.

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