

X network monetisation suite

Nexign Network Monetisation Suite supports the creation of new revenue streams, improves the customer experience, and reduces total cost of ownership (TCO) through exceptional performance along with configurable and flexible integration capability.

The advantages of Nexign Network Monetisation Suite go beyond the classic **convergent charging** and **policy control**. The Suite enables monetisation of converged services for pre-paid or post-paid customers, and for both residential and business offerings. Providing support for blockchain technology, it is cloud-ready and compatible with 5G and the Internet of Things (IoT). The Suite also enables direct integration with partners, creating an ecosystem that will lay the foundations for operators to become digital service providers (DSPs).

Nexign Convergent Charging System has a real-time core delivering ultimate performance and mature functionality. Fully catalogue-driven, the Online Charging System (OCS) supports flexible rating along with charging and balance management functions to build any digital product. Millisecond-class response times for reauthorisation enable the OCS to rapidly respond to any future challenges in the DSP's network, including 5G and IoT.

Nexign Policy Control Suite takes pride of place in a mobile operator's modern DSP network. It determines policy and controls all rules for each subscriber session in real time, sets quality of service (QoS) parameters and determines charging policy, and can operate as a VNF in the telco cloud environment.

Why Nexign Network Monetisation Suite?

- Facilitates creation of new revenue streams and business models
- Support for building partner ecosystems thanks to compliance with 3GPP, TMForum and other industry standards
- Impressive performance optimisation reduces total cost of ownership (TCO)
- Decades of use by Tier 1 operators

Market Trends

- Global CSP revenue will grow by around 1% CAGR between 2017 and 2020
("The Mobile Economy 2018" report by GSMA)
- Global revenue from digital services could represent 3% of mobile services revenue by 2022
("Digital Service Opportunities for Operators: Worldwide Trends and Forecasts 2017-2020" report by Business Wire)

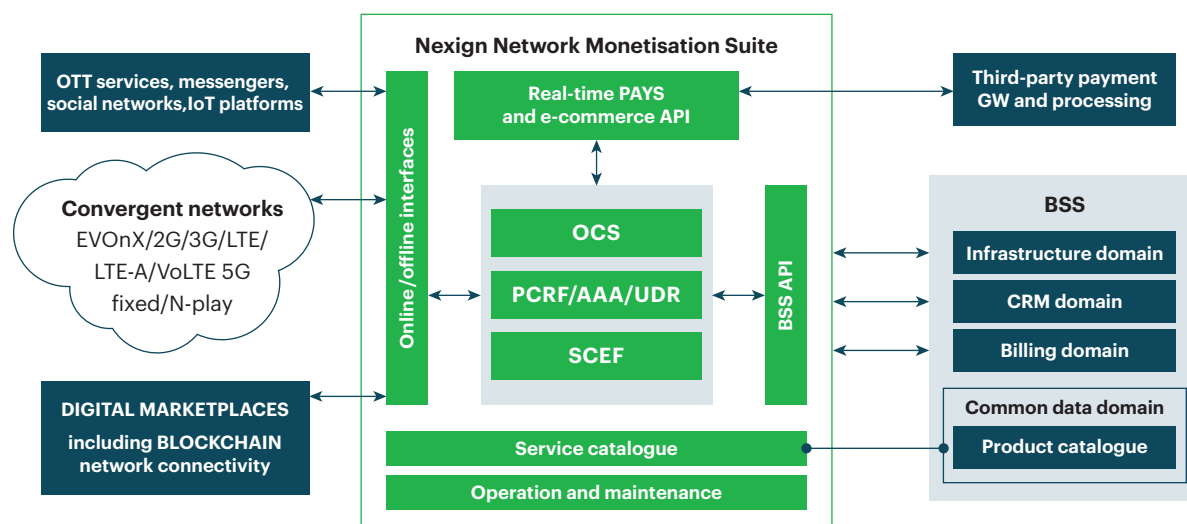


Fig 1. Nexign Network Monetisation Suite architecture

Functions

- Policy and charging rules function (PCRF) – mobile network policy control
- Online and offline charging system (OCS/OFCS) – real-time charging and balance management
- Authentication, authorisation, and accounting (AAA) – QoS management in fixed and broadband networks
- User data repository (UDR) – 3GPP module with user data, policy and service attributes storage function
- RAN congestion awareness function (RCAF) – 3GPP network function providing the PCRF with the RAN user plane congestion status
- Service capability exposure function (SCEF) – information about service capability and available network resources
- Packet flow description function (PFDF) – storage of PFDs associated with the application identifier(s) and transfer to the PCEF

Business Benefits

Create new monetisation streams:

- Integration with the global digital marketplace using blockchain
- Direct integration with ASP and OTT services without DPI solutions
- Use of customer accounts with e-commerce systems and banks

Improve the customer experience:

- Building a partner ecosystem in new monetisation channels helps to develop customer loyalty systems
- High reliability improves customer perception
- Congestion prevention algorithm and dynamic QoS management

Optimise total cost of ownership:

- Ultra-high software performance significantly reduces hardware costs
- High reliability makes operation and maintenance transparent and safe, enabling business continuity

Reduce time to market:

- Catalogue-driven architecture reduces time to market (TTM) for new services from weeks to days
- Cloud-ready architecture reduces TTM for extending hardware resources

Business Use Cases

Digital marketplace

In today's digital marketplace, Nexign's Network Monetisation Suite opens the way for digital service providers (DSPs) to join the global blockchain marketplace for eSIM and product subscriptions. Create new revenue streams, retain clients with personalised offers, and bundle network and OTT services for your clients. The Suite offers an embedded vertical solution for most major business needs, including roaming acceleration and digital identity as a service.

Direct integration with ASP

The solution provides application program interfaces (APIs) for direct integration with partner application service providers (ASPs) and IoT platforms. It dramatically decreases traffic management requirements and costs related to high-load partner applications.

- Secure single point of integration with ASPs, OTTs, and IoT platforms dramatically reduces TTM
- New revenue streams from ASPs as a result of monetising QoS on the CSP's infrastructure and sponsored data capabilities

Congestion management

Nexign Network Monetisation Suite supports new business models by promoting the development of shared networks, 5G slicing, and optimisation of network investments. Implementing our new RAN Congestion Awareness Function (RCAF) revolutionises DSP effectiveness. Network capacity improvement, mission- and business-critical services support, improved client UX – our AI-driven engine opens up a world of possibilities.

About Nexign

Nexign, a part of LLC ICS Holding and a leading Business Support System (BSS) and Internet of Things (IoT) platform provider that has been delivering pragmatic, value-driven solutions focused on customers' total cost of ownership since 1992. As communications service providers become digital service providers, Nexign accelerates their transformation through engineering excellence and agile products and services that facilitate revenue-stream diversification. Headquartered in St. Petersburg, Russia, Nexign employs 1,800 people worldwide. The company has delivered more than 120 projects across 16 countries and had revenue of \$200 million in 2018.

