



Monetizing LTE Services

September 2013



Original Expectations

- Build the LTE network and customers will come
- Vast amounts of money spent on 4G/LTE networks

Reality Check

- Competition is driving down prices
- Pricing plans need to follow 3G offerings while higher speeds/greater bundles make profitability challenging
- VoLTE & RCS may have to be free to compete with OTTs

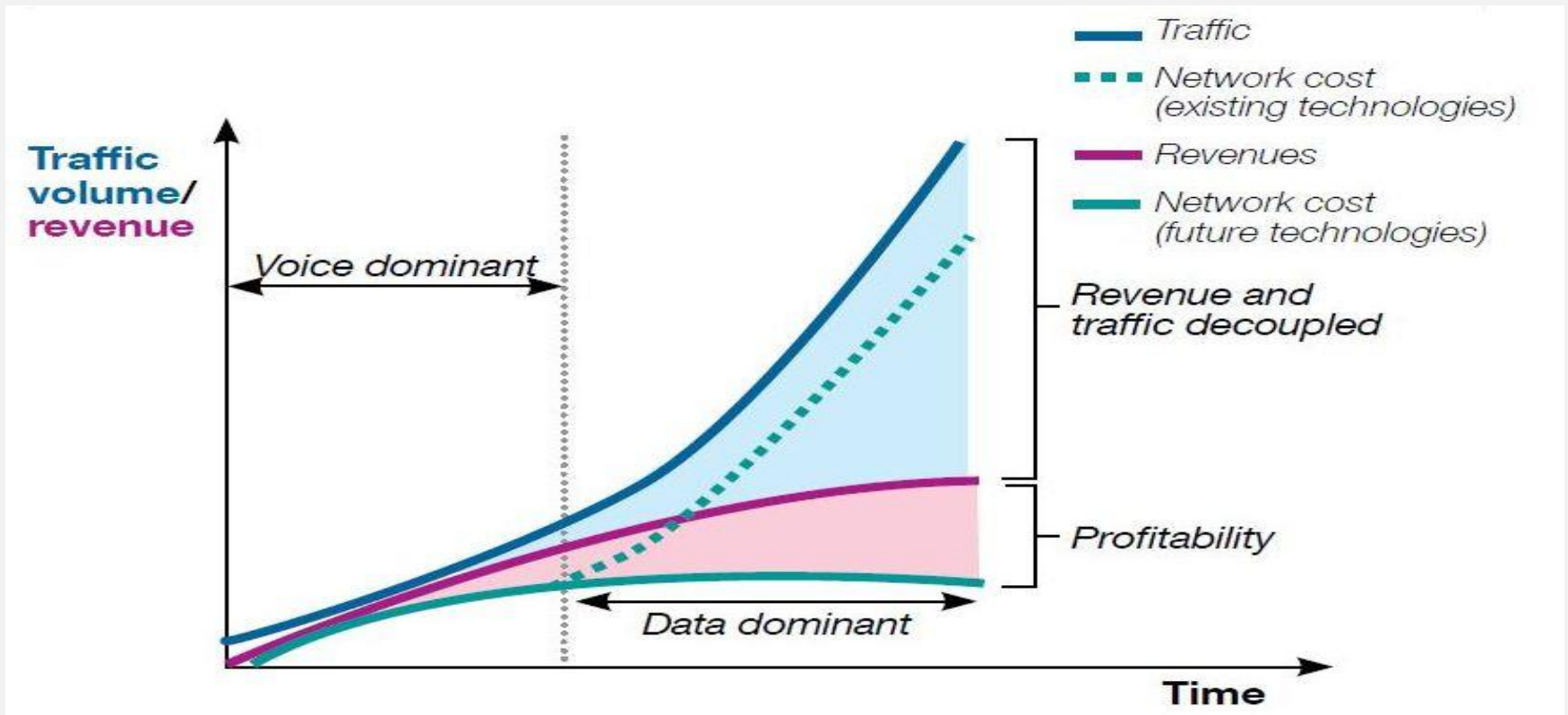
Solutions

- Policy charging and control
- RCS APIs



Policy Control

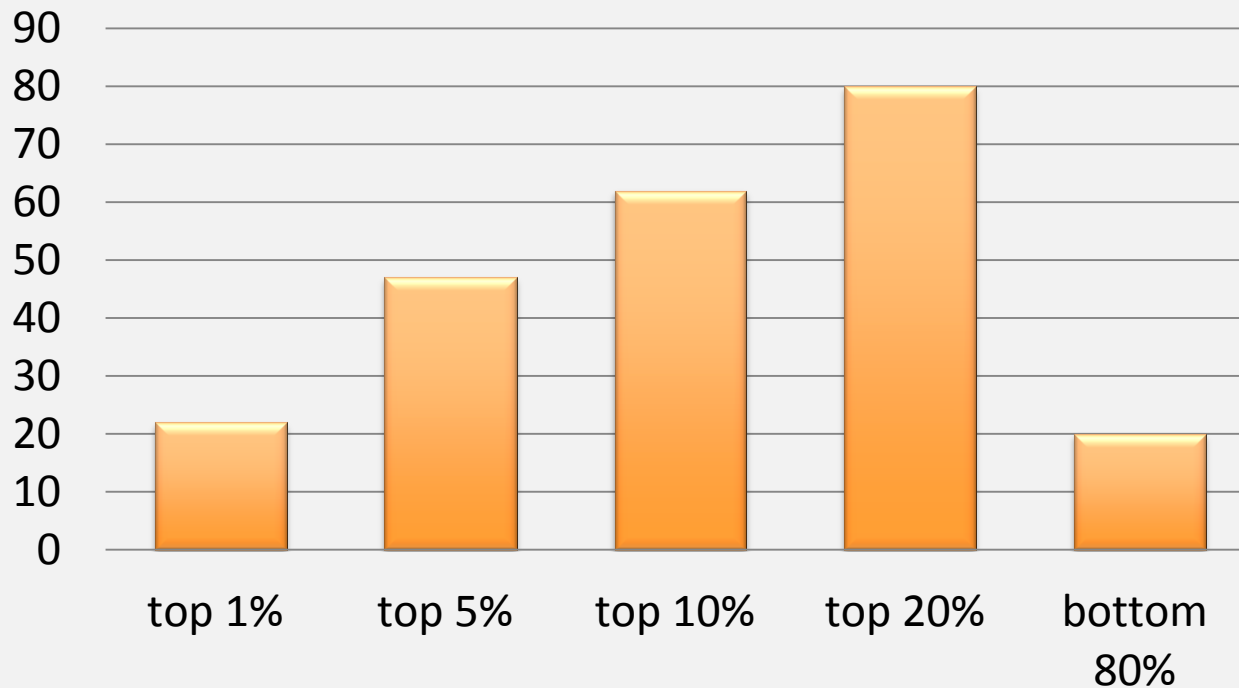
Why Policy Control?



- Data traffic is growing rapidly; revenues are growing less rapidly!
- New access technology (LTE) is required to maintain profitability...but that in itself is insufficient

Why Policy Control?

% of Total Traffic by User Tier



- The top 5% of users consume 50% of the data
- The top 20% of users consume 80% of the data
- Policy Control solutions let operators control usage and *monetize* network capacity

Policy Use Cases for Monetizing LTE

- Family Plans
- Multi-Device Plans
- M2M Segments
- Rewards Programs
- BYOD
- Bandwidth on Demand
- Service Tiers
- Service Prioritization
- Upselling
- OTT Monetization
- Corporate Accounts

Multiple subscribers/devices using a single plan

- Data pool can be allocated in even amounts or by percentages to different users/devices

After data is used, subscribers can be:

- Blocked
- Redirected
- Throttled
- Pay as you go

Service level agreement based on QoS needs

- Can throttle/prioritize speed based on type/priority of messaging

Examples:

- *Low priority*: Fleet of refrigerated trucks sends hourly messages to HQ reporting truck temperatures
- *High priority*: Patient heart rate is sent to physician for monitoring purposes

Rewards Programs

Targeted offers for individuals/groups

- Associate loyalty earnings with offers
- Manage rewards via smart phone application



Employees use personal devices at work

- Multiple use cases help businesses control use of personal devices during business hours

Examples:

- Give employees block of data to use during business hours; employees must purchase own data after hours
- Restrict access based on geographic location
- Restrict access to certain URLs

Bundled Use Cases

Corporate Plan



Location

Geofencing restrictions for corporate plan



Time

Restricted corporate plan access to office hours



Corporate Network

Restrict plan access to corporate VPN/APN



Quality of Service

Throttle back QoS out of hours

Personal Plan



Bandwidth on Demand

Turbo boost as required



BYOD

Allow use of personal devices



Broadband Passes

Hour/day/week pass to complement corporate plan

Seamless interworking between Corporate Plan and Personal Plan

Cloud-Based Policy Benefits

- Minimize risk/investment with cloud-based deployment
- Capacity on demand
- Optimal performance
- Elimination of overhead
- Reduction in planning tasks
- Minimized CAPEX and OPEX
- No hardware investment or operating cost
- No depreciation and replacement cycles



RCS APIs

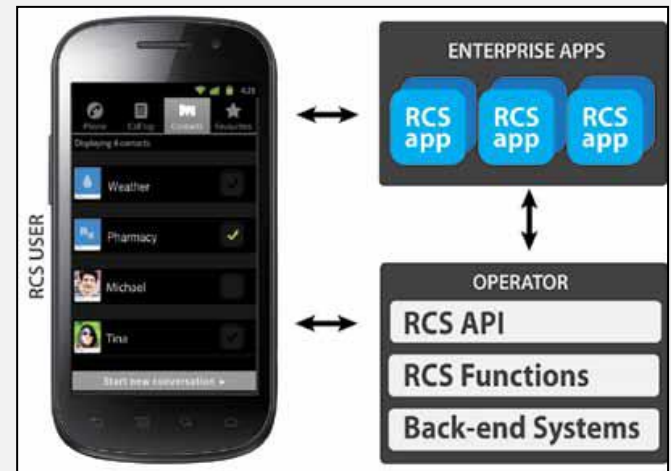
Rich Communication Services (RCS)

- Industry-supported response to the OTT threat
- Provides mobile subscribers with enhanced, IP-based communication features
- Service quality, security, and reach enable operators to differentiate RCS – marketed as joyn - from OTT services



RCS APIs

- Operators can leverage APIs to offer new, value-added services
- APIs take advantage of RCS features like group chat, file share, video
- APIs are highly customizable, standards-based, can be developed quickly
- Examples:
 - Automotive
 - Healthcare
 - Financial
 - Emergency Services
 - Sales Force Automation





World Headquarters:
13500 Powers Court
Fort Myers, FL 33912
+1-239-425-3000
www.interoptechnologies.com