


PRODUCT: ACTIVE BROADBAND



# USAGE BILLING FOR NETWORK DATA SERVICES

**IMPROVE FINANCIAL AND NETWORK PERFORMANCE**

## PRODUCT HIGHLIGHTS:

**1**

Align network costs and service revenues for predictable service level profitability

**2**

Expand market opportunities with diversified plans for consumers and businesses

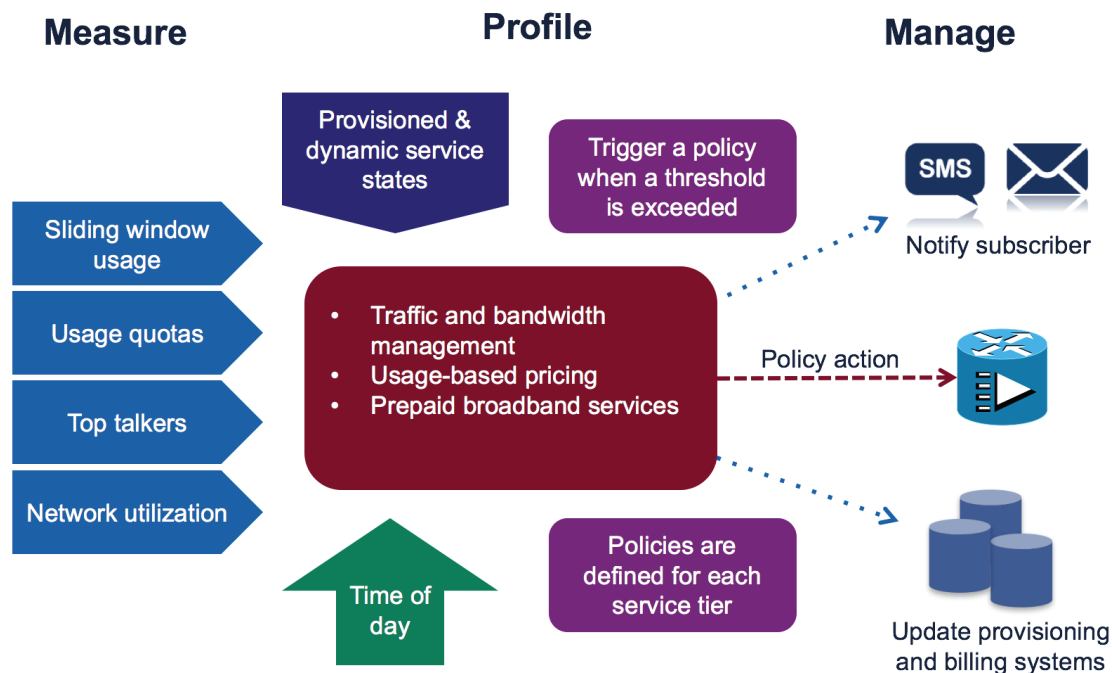
**3**

Optimize service tier planning and right fit subscribers with accurate usage reporting

**4**

Improve retention and satisfaction with policy based QoE and client care insights

# UNLEASH SERVICE INNOVATION AND SUBSCRIBER USAGE INSIGHTS



*Incognito Active Broadband collects network usage data and applies policy to deliver service innovation*

As the broadband market matures, unlimited data plans represent both a high cost and a lost revenue opportunity for network service providers. Maturing markets require products that are tailored to specific segments in order to maximize sales opportunities and profitability across all segments.

The explosive growth of online video has resulted in fixed network service providers adopting the Usage Based Billing (UBB) service model that is common for mobile data. Usage billing allows service providers to monetize network usage and offer service tiers that better match the bandwidth requirements of different user segments.

While usage billing can enhance revenue streams, it is important for network operators to also manage costs associated with data services. Active network management of peak period demand is required to maintain service levels and optimize network investments.

Service providers need to diversify their solution portfolios with usage metering and network management to create customer value across different consumer and business segments. To do that, service providers need:

- Accurate data collection
- Better usage insights
- Timely system mediation
- Faster service time to market
- Policy-based network control

Incognito Active Broadband is a service management platform for broadband providers that unleashes innovation for increased revenues, reduced operational costs, and improved competitive advantage. It delivers the capabilities required to manage a diversified data solution portfolio.

# ACTIVE BROADBAND DELIVERS:

Active Broadband is a software-based service management platform that increases service and subscriber insights, optimizes network performance, and enables usage-tiered data services. Active Broadband provides metering, mediation, policy, and business intelligence from a single integrated platform.

## **Comprehensive Usage Collection**

Active Broadband collects data from your networks for real-time policy enforcement, network operations management, and usage billing. Multiple usage data records can be ingested by an extensible and adaptive collector framework including IPDR, IPFIX, SNMP, and others.

Unlike DPI based solutions, Incognito Active Broadband does not require additional probes in order to collect network data. It also uses a less invasive form of packet inspection that protects user data privacy.

## **Accurate System Mediation**

Active Broadband analyzes usage data records for errors as it is collected from the network. All usage records are reconciled to unique subscribers and mediated into B/OSS systems for reliable and accurate usage reporting.

Unlike rating and billing systems, Incognito Active Broadband is network and system independent, allowing accurately mediated records to be integrated into a variety of BSS and OSS systems.

## **Subscriber and Service Insights**

Active Broadband captures usage data from the network and stores it in Big Data for analysis by operations, client care, and marketing teams to improve service assurance, service tier definition, and market planning.

Unlike network analysis products, Active Broadband can improve customer acquisition programs with optimized service tiering to create plans that fit different segment needs. Retention activities benefit from subscriber usage reporting and retention offers.

## **Diversified Customer Offer Portfolio**

Active Broadband creates competitive advantage for service providers by enabling a diversified services portfolio. Network service providers create choices for their customers with rate plans based on usage based billing, enforced fair use policies, on-demand features, and prepaid data services.

Unlike traditional service management, Active Broadband enables product and marketing teams with the capabilities to develop, deliver, and monitor services.

# THE INCOGNITO PHILOSOPHY

Broadband service providers worldwide use Incognito products to solve their device provisioning, network intelligence, resource management and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

## **Flexible Modular Solutions.**

Get software solutions that fit your needs, not the other way around. Our extensive toolkits and experienced integration experts ensure that you can easily integrate any Incognito solution into your existing systems.

## **Customer-Centric Approach.**

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

## **Support Services.**

We're committed to your success. Our experienced professional services team can design custom solutions to suit your needs, while our support team is available 24/7 to answer your questions.