

ALCATEL-LUCENT SMART PLAN SOLUTION

MONETIZING MOBILE DATA WITH COMPELLING,
DATA-CENTRIC AND CONVERGED SERVICE OFFERS

- Address the growing opportunity around real-time mobile data, earn customer loyalty and stabilize declining voice and SMS revenues
- Reduce churn and ease fears by empowering customers to manage their mobile spending and usage while lowering service provider management costs
- Increase contextual purchases and maximize network yield with personalized offers and data plans based on diverse customer behaviors and lifestyles
- Derive more value from mobile data through partnerships with retailers and brands

The Alcatel-Lucent Smart Plan solution helps service providers build compelling data-centric plans, offers and business models that help drive new revenue without increasing operational burden. Customer demand for real-time mobile data continues to grow. As they prepare their LTE business models, mobile and fixed-mobile service providers around the world are evolving their approach to mobile tariffs in light of the growing importance of real-time mobile data. The Smart Plan solution enables service providers to develop tariff plans and offers that capitalize on the growing demand for mobile data while stabilizing declining voice and SMS revenues.

ALCATEL-LUCENT SMART PLAN SOLUTION

The Alcatel-Lucent Smart Plan solution helps service providers “mobilize the data plan.” Yesterday’s traditional voice users are today’s and tomorrow’s heavy mobile data users. Service providers need to be able to quickly roll out new service offers that reflect this reality. The Smart Plan solution helps providers increase revenue and decrease operational expenses by making it easier for customers to understand, tailor and manage their own service plans.

Smart Plan also complements a service provider’s retail strategy and creates a new convenient touch point for telecom services on consumers’ mobiles. This encourages consumers to purchase offers by providing a retail shopping experience that they can take with them.

The Smart Plan solution helps service providers address three key objectives:

- **Simplify** the experience for the customer to reduce churn and allay fears – empower them to take a larger role in data buying and usage, which will in turn lower management costs and ease operations.

- **Personalize** the experience with contextual offers – increase impulse buying and maximize network yield with offers that meet a diverse set of customer behaviors and lifestyles.
- **Extend** the experience to bring more value to the network – introduce partner brands into the mobile data ecosystem and allow them to create unique mobile offers that excite mutual customers and result in more loyalty and more revenue.

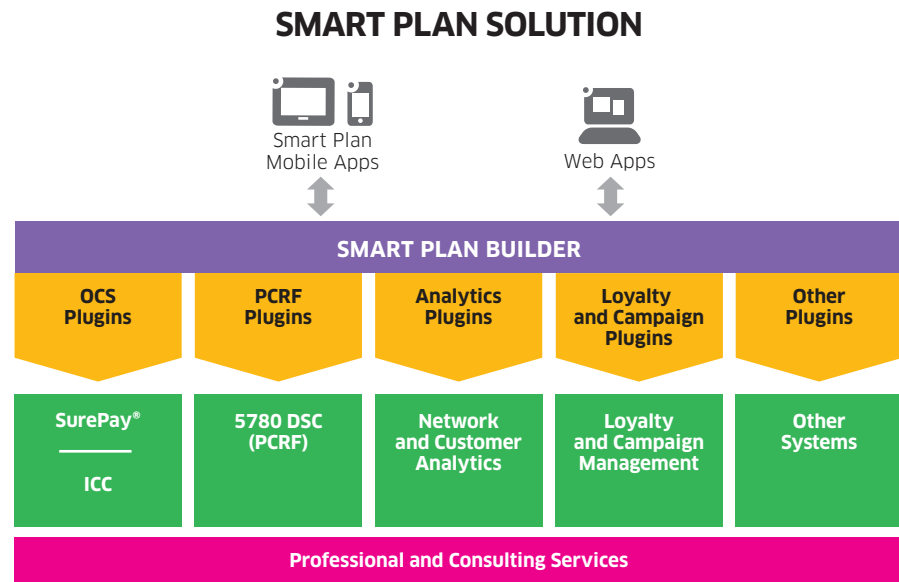
SOLUTION COMPONENTS

The Smart Plan solution consists of a number of pre-integrated components from Alcatel-Lucent, as shown in Figure 1. The solution is specifically designed to integrate easily into a service provider's existing ecosystem to deliver a flexible environment that helps simplify, personalize, and extend the data plan. The Smart Plan solution can also be integrated with any third-party environment by way of a pluggable and adaptable framework. This empowers service providers with the fastest path from conception to deployment while reducing expensive integration costs along the way.

Smart Plan Builder

The Smart Plan Builder simplifies the task of creating flexible data-centric plans and offers. Built on the [Alcatel-Lucent 5780 Dynamic Services Controller](#) (DSC) platform, it manages interactions between mobile users and network elements. Service providers can use these interactions as the basis for creating catalogs of personalized offers leveraging network enablers

Figure 1. Alcatel-Lucent Smart Plan solution architecture



across online charging systems (OCS), Policy and Charging Rules Function (PCRF), loyalty and campaign management systems, and analytics.

Rules engine

The Smart Plan Builder includes a powerful rules engine that is easy to use and delivers performance, scalability, flexibility and maintainability. This engine is based on Agile Rules Technology (A.R.T.), which provides a policy and charging control modeling technology that speeds the creation and deployment of new services and offers. A.R.T., with over 150 pending patents, is unique to the Smart Plan solution.

Smart Plan Mobile Apps and Web browser support

The brandable Smart Plan Mobile Apps help service providers enhance the customer experience by enabling customers to manage their plans and usage on popular iOS and Android smartphones and tablets. Service providers can use the Smart Plan Builder's RESTful interfaces to build their own mobile apps, extend existing apps and enrich their Web portal. A great mobile retail strategy needs a great entry point. Service providers can use Smart Plan to build a mobile app that complements their existing brick-and-mortar stores, online stores and customer care.

Plugins

The Smart Plan solution can adapt to a multitude of deployment scenarios across many different third-party elements through a pluggable framework, an abstracted layer that represents a generic external system. Plugins are created for the Smart Plan Builder to process data and orchestrate the services across the network. Two types of plugins are available: ones that are pre-integrated with Alcatel-Lucent components and custom plugins. Both types facilitate the integration of the Smart Plan solution with the service provider's existing systems. Plugins can be added or modified as part of the field integration process. Smart Plan Builder's rules engine eliminates the need for any additional (custom) software development.

Online Charging System

The Smart Plan solution is pre-integrated with an OCS – [Alcatel-Lucent SurePay](#)[®]. As required, the solution can use its pluggable framework to integrate with the Alcatel-Lucent [Instant Convergent Charging Suite \(ICC\)](#) as well as with a service provider's existing OCS.

Through the OCS interactions, Smart Plan Builder provides customers with clear, real-time views of their service plans, spending and usage. It can also build chargeable, personalized and contextual offers for specific customer or market segments. It enables service providers to create innovative tariffs and business models that address evolving demand for real-time mobile data, voice and text services.

Policy and Charging Rules Function

The Smart Plan solution is pre-integrated with the Alcatel-Lucent 5780 DSC, a PCRF and the same platform used by the Smart Plan Builder. The Smart Plan Builder relies on the PCRF to act as a network mediation layer and communicate with networks while instantiating policies according to service provider-defined business models. If required, service providers can use the Smart Plan solution's pluggable framework to integrate with their existing PCRF solutions.

Loyalty Management and Campaign Management

[Alcatel-Lucent Loyalty Management and Campaign Management](#) (LMCM) enables service providers to establish automated, two-way communication with customers to deliver highly targeted real-time campaigns. Through integration with the LMCM, the Smart Plan solution allows service providers to develop deep insights into customer preferences to enhance the user experience with personalized campaigns and incentive programs.

Customer and Network Analytics

The Smart Plan solution helps service providers use analytics to create personalized service offers. Analytics plugins can be developed to connect to network and customer analytics systems such as [9900 Wireless Network Guardian](#), Motive Analytics solutions or existing analytic systems. With insight into per-device usage trends and enhanced customer and network intelligence,

Service providers can increase customer loyalty and revenues across mobile, fixed and video networks.

Professional and Consulting Services

Alcatel-Lucent offers a comprehensive suite of professional and consulting services that enhances and strengthens the core value proposition of our Smart Plan solution by allowing service providers to empower their users, engage new business models, and maximize customer lifetime value in more innovative and cost effective ways. We have leveraged our expertise in business consulting and network integration and have industrialized a unique end-to-end, use case-driven framework that consists of three specific phases: Define, Design, and Deploy. By working with a service provider and the appropriate internal stakeholders (e.g. business partners, product teams, engineering and IT teams), we can help them define, design, and deploy targeted use cases that meet their operational and business objectives. One of the primary benefits derived by this approach is the ability to leverage the inherent circular feedback process across the three phases and capitalize upon the learnings and improvement opportunities captured on a post implementation basis. This will ensure that the service provider continually optimizes the customer experience delivered while maximizing the overall business results attained.

The Define phase consists of our Consulting Services. In this initial phase, the Consulting Services team will work with the CxO, business owners, product management and marketing

teams to identify a set of use-cases that support specific business objectives. Using tools and techniques supported by Bell Labs, Consulting Services will map sets of use cases to the achievement of specific business objectives and determine the projected impact on those objectives. In addition, periodic reviews will be conducted on a post implementation basis to assess whether or not the projected business benefits are in fact being delivered and if any modifications to the use cases are warranted at that time.

The Design and Deploy phases consist of end-to-end Professional Services to design, install, integrate, configure, and test the implementation of specific solution use cases on behalf of the service provider. Our services can help the service provider configure the rules engine (A.R.T.) to meet their specific needs and to provide a personalized applications view of the subscriber, thus allowing for rapid creation of new uses cases that are flexible, extendable, and easy to integrate.

Both the custom plugin development and integration services focus on using the solution's pluggable framework to gain access to more contextual information. This can help service providers achieve even greater levels of personalization while encouraging customers to purchase offers that suit their particular lifestyles.

With help from Alcatel-Lucent, service providers can quickly go to market with a catalog of unique and compelling offers that address specific business needs.

SOLUTION FEATURES

FEATURE	BENEFIT
Smart Care, Smart Notifications and Contextual Offers	Increase revenue and decrease OPEX while inspiring loyalty and confidence in customers by letting them manage their plans and services
Flexible Plugin Framework and Agile Rules Technology (A.R.T.)	Help speed service development integration and reduce costs; enable service providers to respond dynamically to business demands and network resource requirements in real time, without software upgrades
Complete pre-integrated ecosystem	Increase loyalty, reduce churn and stimulate service usage without increasing operational burden using pre-integrated Alcatel-Lucent components for online charging, loyalty and campaign management, PCRF and analytics.
Comprehensive set of RESTful APIs	Increase brand recognition by delivering a seamless and complete user experience; APIs can be used by the Alcatel-Lucent Smart Plan Mobile Apps, a service provider, third-party mobile apps and web access.

THE ALCATEL-LUCENT ADVANTAGE

The Alcatel-Lucent Smart Plan solution addresses the high-performance demands of the mobile data-centric service experience, including real-time responsiveness and unified management of users and services through A.R.T.

Alcatel-Lucent's expertise spans the entire mobile, fixed and converged charging ecosystem and the complete customer experience. We know the network. Our multi-vendor integration capabilities can ensure the Smart Plan solution integrates readily into any ecosystem so service providers can go to market faster throughout the service lifecycle.

Our [customer experience consulting](#) experts can help service providers develop a prioritized and actionable business plan. They can also help

conduct periodic business reviews based on use cases to mobilize the data plan and to achieve the anticipated business benefits.

With the Alcatel-Lucent Smart Plan solution, service providers can remain flexible with their charging, billing, payment, and loyalty solutions – now and into the future.

LEARN MORE

Visit the Alcatel-Lucent Smart Plan solution web site for more information:

www.alcatel-lucent.com/solutions/smart-plan

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