![CSG logo — TOGETHER, YOU WIN.]

CSG INTEGRATED CHARGING & POLICY

MAKE THE MOST OF YOUR 4G/LTE ADVANCED INVESTMENT WITH CHARGING AND POLICY

Smartphone and tablet usage is driving exponentially higher data consumption; understandably Communication Service Providers (CSPs) are scrambling to effectively monetize network traffic and leverage network topologies to keep pace with the demand. So how do you quickly respond to this trend and extract maximum value from these growing volumes while ensuring your networks can withstand the weight of this higher demand?

Policy management, long viewed as a usage throttle to manage network capacity in the face of resource limitations, has the potential to become a differentiator in delivering superior customer experience and innovative charging models when tightly coupled with real-time charging capabilities. Policies that merely restrict consumer behavior create customer frustration and mistrust. Policies underpinned by charging opportunities offer recognizable value to customers through real-time campaign management. These new offers give customers more timely choices, ensuring they remain in control of their experience, while building engagement and loyalty, and creating incremental revenue opportunities.

To seize the tremendous market opportunity that surging data consumption presents, you need a holistic approach to charging and policy that takes full advantage of the positive revenue generation capabilities of sophisticated charging systems, tightly integrated with the control aspects of policy. Whether you need real-time subscriber-aware charging and policy to create new revenue, cement your customer relationship, or to intelligently offload free traffic, CSG can help you take action and capitalize on your competitive strengths.

ON THRESHOLD:

| Notify | Bar | Throttle | Upgrade/ Buy/Add-On |

ENCOURAGING GROWTH & ENGAGEMENT

CSG Integrated Charging & Policy (ICP) provides an enabling platform to increase your revenue streams, to proactively manage network usage, and to keep customers engaged and in control of their service experience and spend.

Instead of relying on current policy management practices, which typically cut off a heavy data user as usage peaks or quota exhausts, ICP identifies decision points and gives the customer control: over budgets, as well as over individual, family, and business spending. Rich notifications and alerts inspire subscriber confidence, helping to allay fears of potential bill shock and promote additional spend for valued services. ICP combines charging flexibility with control mechanisms, in effect harnessing the intelligence and customer context held within the charging platform to drive real-time, subscriber-aware policy decisions into the network.

Based upon a decade of real-time convergent charging experience, CSG has invested in the integration of online charging and policy management to deliver a solution that is:

→ **Innovative:** enabling you to maximize revenues and profits from mobile data services through unique, targeted service features and pricing

→ **Flexible:** allowing you to quickly and cost effectively deploy as an adjunct system without the need to "rip and replace"

→ **Interoperable:** extending the lifetime of your existing platforms by adding flexibility and functionality

→ **Future-proofed:** providing a solid foundation for convergent business transformation and future legacy replacement

→ **Proven:** empowering your subscribers to control their own services and experience, masking the complexity of policy and charging while enhancing their customer experience

RAPID REVENUE CAPTURE

CSG ICP offers the established and standard functions of the 3GPP Online Charging System (OCS), together with the Policy and Charging Rules Function (PCRF) and the Subscriber Profile Repository (SPR) in a single, integrated package. This means that ICP enables all charging and policy processes for any service.

ICP provides rapid deployment—either as an adjunct solution integrated with multiple network types and existing billing and IN systems, or as an upgrade to an existing Singleview platform.

KARL WHITELOCK, SENIOR CONSULTING ANALYST, FROST & SULLIVAN/STRATECAST

"CONVERGENCE TAKES ON A NEW MEANING WHEN ONLINE CHARGING COUPLED WITH CUSTOMER-CENTRIC POLICY MANAGEMENT IS INTRODUCED INTO THE CSP'S BUSINESS MODEL. CONVERGENT CHARGING IS ESSENTIAL, OF COURSE, BUT THE CUSTOMER EXPERIENCE IS WHAT DICTATES ULTIMATE SUCCESS OR FAILURE. CONVERGENCE NOT ONLY OF PREPAID AND POST-PAY BILLING ALONG WITH GIVING CUSTOMERS A LEVEL OF CONTROL IN USING THEIR SERVICES, BUT ALSO OF THE CUSTOMER DATABASE AND PRODUCT CATALOG IS VITAL IN CREATING A WHOLE THAT IS GREATER THAN THE SUM OF ITS PARTS."

CSg

TOGETHER, YOU WIN.

Fast time to market is enabled by the ICP solution's pre-configured charging and policy use cases out-of-the-box, including:

→ Content Promotions

→ Bandwidth Turbo Boost Upsell

→ Business Bundle

→ Family Bundle and Parental Controls

→ Quality of Service (QoS) Shaping

→ Bill Shock Management

→ Location-Based QoS

→ Fair Usage Management

→ Multi-Device Plans

→ Tethering Plans

Key functionalities address the essential requirements:

→ Real-time customer balance information

→ Threshold management and notifications

→ Customer self-care integration support

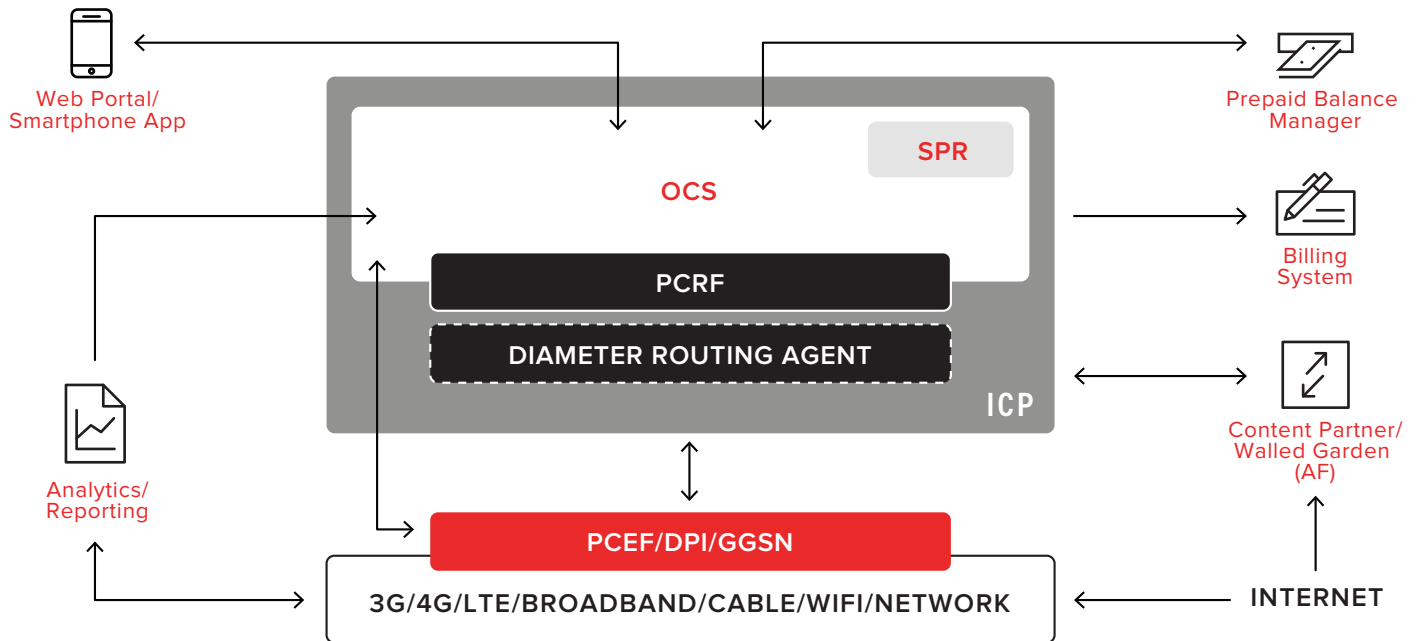→ Options to upgrade quality of service in session

CHARGE BY:
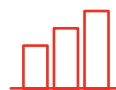
| Volume | Time | Bandwidth/QoS | Content/Applications |

CSG INTEGRATED CHARGING & POLICY (ICP)

WHY ICP

Delivering the requirements for a real-time environment, ICP meets the low latency, high throughput and high availability performance expected of a carrier-grade network element. ICP contains the capabilities you need to respond to current market demands, to capture new revenue streams and bolster existing ones. Yet it also provides a cost-effective building block supporting your future network and Business Support System architecture, positioned as part of a broader CSP service transformational program.

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on LinkedIn, Twitter and Facebook.