

Nexign NWM

Nexign NWM (Network Monetisation Suite) is a versatile solution for real-time rating, charging, and policy control across all network services from e-banking and e-commerce to mobile and fixed communications, as well as VAS and OTT services. Using our NWM, operators can quickly and efficiently launch new products and services, boost subscriber loyalty, and reduce the total cost of ownership.

The advantages of **Nexign NWM** go beyond the classic **online charging system (OCS)** and **policy and charging rules function (PCRF)**. The suite helps operators to deliver and monetise a wide range of converged services, such as pre-paid, post-paid and hybrid rating and charging scenarios, fixed and mobile or residential and business offerings, and complex schemes using in-house and third-party offerings that will create a foundation for digital transformation business models.

The **OCS** domain has a real-time core delivering ultimate performance and mature functionality. Fully catalogue-driven, the OCS supports flexible rating, as well as charging and balance management functions to build any digital product, and can operate as a VNF in the telco cloud environment. Millisecond class delay for reauthorisation means that the OCS is ready to respond to any future challenges in the CSP's network, including 5G. The PCRF domain occupies the main place in a mobile operator's modern CSP 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.

Nexign NWM is fully compatible with 3GPP and other communications standards, meaning that it can be easily integrated with existing networks and BSS systems from other vendors.

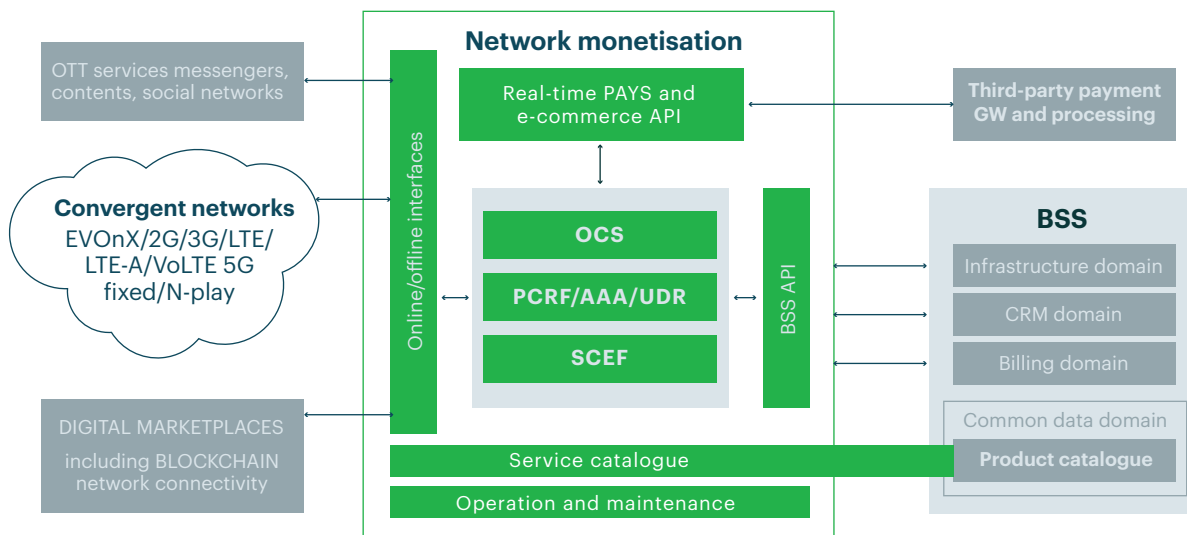
Features such as integration with e-commerce systems and ASP infrastructure and application-based charging will help CSPs to launch new, innovative services and business models, and to monetise data services.

E-commerce market

NWM supports real-time account balance management for interactions with payment systems, e-commerce, banks and processing by using customer balances for third-party transactions.

- Open up new revenue streams beyond traditional limits
- Mix financial and telco technologies: credit cards, real-time money transfers, etc.
- Integrate with the digital marketplace, including blockchain-based solutions

Nexign NWM architecture



Features

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

Key benefits

Create new monetisation streams:

- Using customer account with e-commerce systems and banks
- Direct integration with ASP and OTT services without DPI solutions
- Dynamic QoS and congestion management

Improve the customer experience:

- Building a partner ecosystem in new monetisation channels
- High reliability improves consumer perception
- Dynamic QoS and congestion prevention algorithm guarantee the best UX/capacity/revenue according to DSP objective

Optimise total cost of ownership:

- Ultra-high resource performance significantly reduces hardware costs
- High reliability makes operation and maintenance transparent and safe for business continuity

Reduce time-to-market:

- Catalogue-driven architecture reduces TTM for new services from weeks to days
- Cloud-ready architecture reduces TTM for extension hardware resources

Direct integration with ASP

The solution will provide APIs for direct integration with partner ASPs and IoT platforms. It will dramatically decrease traffic management requirements and costs for high-load partner applications.

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

Application-based charging

The monetisation approach is based on traffic separation and different pricing policies for different services and applications.

- Increase income by up to 20%
- Improve customer satisfaction index (CSI) by 50%
- Reduce churn by 25%

Why Nexign NWM?

- Trusted by more than 50 telecom operators in 14 countries
- Best in class TCO - 25% lower than the market average
- 50K TPS on the mid-tier commercial off-the-shelf (COTS) server for support 18M subscribers' base