

VALUE PROPOSITION

IRDETO'S CUSTOMER CARE & BILLING SOLUTION

DESIGNED ESPECIALLY FOR PAY MEDIA OPERATORS

IBS v6 is a versatile customer care and billing system designed especially for pay media operators, such as DTH, DTT and cable television service providers. This includes operators that are offering multi-play services, such as a bundled offering of video, data and voice over Internet protocol (VoIP) service.

The software is designed in a modular manner, with a wide range of functionality available. All modules are embedded in the software, and can be configured as needed—either at the time of initial purchase or at a later date. Pay media operators can be up and running quickly because the modular design enables them to implement only the functionality they need to get started and because the software can easily be tailored to suit operators' needs which can be easily configured by business analysts. Because all functionality is designed into the system, you obtain a comprehensive system without the need for costly and time-consuming custom integration.

The pre-integrated modular approach makes IBS v6 a less expensive and faster-to-implement alternative to what some call a “best of breed” solution, which involves integrating separate software from multiple vendors to support billing, customer care, rating, provisioning, product catalog, reporting and other functionality. Pay media operators that already deployed a multi-vendor billing and customer care system often will find that it is more economical and faster to replace that system with IBS v6. Often a key decision point occurs when a pay

media operator makes the decision to deliver multi-play services. IBS v6 is an excellent choice for those operators because it supports critical multi-play functionality such as the ability to create bundled products and pricing.

IBS v6 also can support a growing customer base without extensive revamping, even when acquisition of other companies is involved. The system can be easily expanded to support as many end users as needed. In addition, Irdeto has core expertise in data migration and can work with you on a professional services basis to promptly and effectively convert data from other billing and customer care systems.

SUPPORTS THESE PAY MEDIA SERVICES:

- Pay-per-view, Pre- and Post-paid services
- Video on demand
- Cable/pay television services and products
- Multiple System Operators/MDUs
- DTH Satellite television subscription services
- Premium subscription services and packages
- Voice over Internet Protocol (VoIP)

CUSTOMER CARE AND BILLING THAT HELPS YOU MEET YOUR BUSINESS GOALS

Because the pre-integrated modular approach eliminates or minimizes the need for custom integration, it is a key factor in minimizing both the deployment time and the initial implementation cost. And because it is tightly focused on the pay media market, our developers already have created interfaces to many of the most widely deployed systems (including provisioning, pay-per-view, video on demand, IPPV and IVR) in that market, which also minimizes the need for custom integration.

In comparison with a multi-vendor approach, IBS v6 is also less expensive to operate on an ongoing basis, making its total cost of ownership considerably less. As a single vendor, Irdeto can be responsive to change management and respond to requested changes faster.

Another important factor is the flexible product catalog, which allows for bundled products and services. Operations staff can create new offerings without the involvement of engineers or

information technology personnel. That capability also can provide an ongoing time-to-market advantage by enabling new services to be created in a matter of hours or days, rather than weeks or months.

The system's powerful customer care capabilities also play a role in minimizing the system's total cost of ownership by facilitating the speedy resolution of customer concerns, thereby minimizing churn. Additionally the customer care system can help generate new revenue opportunities by providing customer service representatives with the tools they need to cross-sell and up-sell new products and services to customers.

Every pay media operator has unique business challenges and opportunities. Irdeto will work with you to estimate the total cost of ownership savings you could gain from implementing IBS v6 based on your unique circumstances.

MODULES ARE KEY TO VERSATILITY

Virtually all operators will use at least four of these modules - product management, logistics management, product provisioning, billing and accounts receivable and customer care.

Virtually all pay media operators need in order to operate - including product management, logistics management, product provisioning, billing and accounts receivable and customer care. The modular approach also contributes to the efficient ongoing operation of IBS v6 because software upgrades also are handled in a modular manner, eliminating any potential impact on other modules.

Each module has functionality that can help minimize total cost of ownership and maximize average revenue per user.

THE PRODUCT MANAGEMENT MODULE helps maximize revenues by enabling operators to rapidly launch new products and services. Operations or marketing staff can quickly create bundled products, a la carte pricing and price discounts without the involvement of engineers or IT staff. Groups of component or technical products--such as decoders, high-speed Internet access and caller ID--can be bundled together to create commercial products, eliminating the need for marketing personnel to have in depth knowledge of the technology underlying commercial offerings.

THE LOGISTICS MANAGEMENT MODULE controls costs and enhances customer satisfaction by tracking and managing all phases of the customer equipment lifecycle--from shipping and receiving to shipping order fulfillment and automated stock replenishment. Warranty information, as well as information about deposits, purchase dates, repair history and the current location of set top boxes and other equipment can be tracked and stored in this module.

THE PRODUCT PROVISIONING MODULE is highly configurable, enhancing customer satisfaction and loyalty by ensuring synchronization between products purchased and consumed, and delivering them in real time. This module can be integrated with a variety of conditional access systems.

THE BILLING AND ACCOUNTS RECEIVABLE MODULE helps maximize revenues by providing the flexibility to package, bundle, price and rate product and service offerings. These include offerings that are specific to the pay media market, such as pre- and post-paid and bundled services, including multi-play offerings. The module also manages bank interfaces, invoicing, and pricing. It can support third-party charges, as well as discounted pricing for customers purchasing multiple services. Easily implemented external links to third-party services, such as credit card verification services, also can enhance the ability of the billing and accounts receivable module to control costs and maximize revenues.

THE CUSTOMER CARE MODULE provides a 360-degree view of each of your customers, drawing information from the customer's history, invoices, current services and recent communications and offers, and presenting that information to your customer service representatives (CSRs) through a single easy-to-use interface. This approach eliminates the need to consult multiple systems to resolve a customer concern and gives CSRs the ability to promptly answer critical questions such as those involving changes to invoices or the amount of the customer's next invoice. Costs are minimized because call duration is shorter, wait times are less, and CSRs can resolve most issues on the first call. Additionally, the system's ease of use helps minimize training costs.

The module also facilitates the collection and analysis of data on customer interests and demographics, which can help target your offerings to maximize their appeal to your customer base. Your CSRs also can play a role in maximizing revenues by advising customers about special offers, which IBS v6 has individually targeted based on customer demographics.

Our solutions also provides a simple way of using web services to create a self-service application, thereby reducing costs by minimizing the number of customer contacts that must be handled by CSRs.

In addition to the five key modules, which provide the business functionality that all pay media operators require to operate several supporting functionalities are embedded within IBS v6. These include batch updates, reporting, integration **framework**, **event** distribution, data aggregator and pay-per-view functionality.

BATCH UPDATES

IBS can help back office operators quickly identify data objects using comprehensive search criteria, and then apply massive changes to them, thus avoiding tedious manual work updating them one at a time.

REPORTING

There are over fifty standard reports, in addition to supporting custom reporting. Reporting uses Microsoft® SQL Server Reporting Services as its reporting engine. Allows for tracking of report usage, creation of report subscription, and creation of keyword specific reports.

INTEGRATION FRAMEWORK

IBS was built with a very flexible interface, which makes it easy to connect with peripheral systems like banks and provisioning systems.

EVENT DISTRIBUTION

IBS can distribute internal events to external systems via an “event distribution” mechanism. These events can be used to automate workflows like work order, billing and support.

DATA AGGREGATOR

The IBS v6 data aggregator is used by add-on modules to collect additional information if needed before using core IBS Web Services to update IBS data (such as status values), or passing event-related data to a connector (interface that allows IBS and an external system to interact).

PAY-PER-VIEW

Provides pre-built connectors to commercially available provisioning and pay-per-view applications used by the pay media industry, including on-demand, order-ahead PPV and impulse pay-per-view models.

HELPS OPERATORS MEET BUSINESS CHALLENGES

IBS v6 can help operators meet their business challenges quickly and economically, including:

REDUCE CHURN

Single user interface allows CSRs to easily find customer data and spend time assisting, cross-selling and up-selling customers.

INCREASE ARPU

Easily introduce new services using the product catalog, increase pay-per-view sales, and promote products and services through targeted marketing campaigns.

DECREASE TIME TO MARKET

Reduce time to configure and test with IBS v6, create new promotional campaigns without aid of professional services.

INCREASE NUMBER OF SUBSCRIBERS

Target new and complimentary markets to increase subscribers, promote partnership packages.

REDUCE TOTAL COST OF OWNERSHIP

Reporting capabilities provide efficient planning assistance, ability to streamline processes and reduce backend staff.

IMPLEMENTING YOUR IBS V6 SOLUTION

IBS v6 enables you to configure complex, reusable sets of business rules to execute business processes based on specific events or conditions. Coupled with the product's modular pre-integrated design, this approach enables pay media operators to be up and running quickly and economically.

For pay media operators converting from a pre-existing customer care and billing system, IBS v6 provides a complete end to end customer care and billing solution that can be implemented promptly at an economical cost. If your implementation involves middleware, Irdeto can work with you to quickly get IBS v6 up and running based on that configuration.

IBS v6 uses service oriented architecture (SOA) that presents business functionality to end users and to external applications as a suite of loosely coupled web services. This approach simplifies integration to other systems, as well as minimizing the cost of integration. The use of web services provides a flexible way of publishing events and information created in the system to the outside world in a secure manner. Authorized third-party systems can subscribe to the information, drastically reducing the effort that would be required using traditional application programming interfaces.

Check Irdeto's web site for case studies describing the business benefits that individual pay media operators have experienced from using IBS v6 or contact your Irdeto representative for additional information.

