



Openwave Mobility's New NFV-Based App Monetization Solution to Help Operators to Enhance OTT Partnership

Openwave Mobility has launched what it says as the industry's first generic NFV-based application monetization solution. With the solution, operators can now identify all individual data flows on their network, including encrypted data, and separately bill or zero-rate data use for any specific service, said the company.



Image Credit: Openwave Mobility

According to Openwave Mobility, this solution simplifies the creation and management of new services through OTT partnerships, based on its ability to dynamically identify, manage and monetize diverse data from apps and streaming services, including video streaming, audio streaming, music and gaming. As several leading operators around the world explore zero-rated video services, inspired by T-Mobile USA's subscriber-winning Binge On service, this solution gives operators the means to catch up with and go far beyond those capabilities.

When partnering with OTTs to introduce new services, operators typically had to manually configure their network to recognize each qualifying service. With Openwave Mobility's automated protocol recognition, based on its **IP Traffic Management**(IP-TM) platform, operators can accurately identify and differentiate traffic streams dynamically. That means they can, for example, recognize and fingerprint data flowing from services such as Netflix, YouTube, Amazon Prime and Hulu.

Mobile operators who may not have the resources to negotiate individual OTT deals can now launch and monetize popular services such as video streaming, music and gaming within weeks or even days, within the context of their local regulatory framework.

Along with these capabilities, Openwave Mobility said it also provides video analytics data to help carriers analyze delivery, the use of video services and to maximize the Quality of Experience (QoE) for subscribers.

Indranil Chatterjee, SVP Product & Sales

Our solution is a major break-through for forward-looking operators who want to be one step ahead, enabling them to rapidly launch and bill for new applications and create innovative mobile video service plans. Traditional appliance based Deep Packet Inspection (DPI) cannot cope with the rapidly-changing mix of app data, explosive video streaming growth and encryption that is out there today.

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