Features & Benefits
Provides carriers with innovative mobile data monetization models that empower subscribers to buy what they want when they want it

*6 ready-to-deploy Data Pricing Applications* driving new revenue streams and market differentiation

*Targeted Promotions* based on subscriber analytics and context and using rich HTML 5 content injection techniques

*Enabling new business models* with 3rd party content and app providers

*Realtime Customer Engagement* driving upsells, reducing billshock and increasing loyalty

*Empowered subscribers* through service selfcare

About Openwave Mobility
Openwave Mobility empowers mobile operators to manage and monetize video traffic using the industry’s most scalable, Layer7 SDN/NFV platform.

Openwave Mobility delivers Video Optimization, Subscriber Data Management and Targeted Ad Insertion. Together these eliminate RAN congestion, maximize value from subscriber data and create new revenue opportunities.

Mobile Data Monetization
Solutions to Drive New Revenues

Subscribers often don’t understand mobile data pricing models and as a result are reluctant to try out anything new. Equating megabyte usage to online activity such as web browsing and video is not simple. Hence existing per-megabyte tiered pricing models are not driving usage or revenues.

Openwave Mobility’s *Mobile Data Monetization* solution gives subscribers the ability to control what they buy, when they buy it, and in terms they can understand. Equally it gives carriers innovative new ways, to engage with their subscribers and to monetize data leading to incremental revenues.

The data monetization solution comprises of three separate product offerings as illustrated below:

- **PPI Pricing** which is part of Openwave Mobility’s existing Promotion and Pricing Innovation (PPI) monetization solution, enables the carrier to price and manage data in innovative ways and in a manner that is easy for the end subscriber to understand.

- **PPI Promotion** enables the carrier to drive new monetization models through a range of rich and contextual inline content injection techniques maximizing on customer engagement when they are browsing online.

- **MOTIFY** on the other hand focuses more on customer engagement when they are not browsing, leveraging standard push notification technologies as a communication channel direct to the end customer device for time sensitive and time critical information.
Mobile Data Monetization

Solutions to Drive New Revenues

Pricing Applications

Provides applications for introducing service oriented data pricing models. Available applications include:

- **Roaming Pass** – allows users to control their mobile data costs while roaming.
- **Tether Pass** – enables price plans for devices used in tethering or as a local Wi-Fi hotspot.
- **Video Pass** – enables video content to be charged independently and metered by the hour.
- **Day Pass** – no-commit data plans for new-to-data users, allowing data access to be purchased for a limited time period or for restricted sites.
- **Shared Plan** - allows family members, or employees of a small enterprise or a group of devices to share the same data allowance.
- **Rewards** - enables loyalty and reward programs based on subscriber purchase and data consumption history

Promotion Applications

Provides applications for targeted and context driven promotion of operator and 3rd party content and services while browsing. Uses rich HTML 5 content injection techniques supporting a range of rendering form factors which can be tailored per application/use case.

Available applications include:

- **Operator Data Plans/3rd party Content**
- **Rich Media Ads**
- **Native Apps**
- **Social Media Viral Marketing**
- **User Driven inline Recommendations**

MOTIFY

Provides Real-time customer engagement for time critical events and time sensitive promotions. Uses established push technologies as a communication channel directly a device native app to enable rich subscriber interaction even when they are not browsing.

Example applications include

- **Low watermark warning**
- **Overage alert**
- **Roaming notification**
- **Service Denial (e.g. Video)**
- **Time sensitive broadcast promotions-e.g. “free device upgrade for today only!”**

Find out more

Download the Product Sheets detailing the three Openwave Mobilities Monetization Solutions, or request a solution demo.