PPI Pricing

PPI Promotion

Motify

Features & Benefits

With PPI Pricing Applications carriers around the world are increasing mobile data revenues a 20% fall in customer churn

Innovative new data plans. Rapidly deployed, advanced mobile data monetization solutions which can be purchased inline, on demand

Service Pass Applications provide simple charging mechanisms for video, tethering, roaming and time-based access to mobile data networks

Micro-payments for data monetization offers more compelling tailor-made services to subscribers

Real-time subscriber interaction through rich Policy Engagement and Selfcare techniques that leverage HTML5 capabilities of smartphone browsers

Policy Engagement also removes problems of subscriber bill shock and network revenue leakage.

PPI – Pricing Applications

Driving monetization and customer loyalty through application based pricing

Today carriers are challenged to differentiate their data service offerings and to manage the increasing data demand using traditional Megabyte or tiered pricing models. Subscribers are typically confined to specific price bundles for 1-2 years with limited choice and little or no interaction with the operator during that period. The result? Poor take up of new data services, a higher probability of bill shock resulting from overages, and reduced customer loyalty.

Carriers using Openwave Mobility’s Promotion and Pricing Innovation (PPI) monetization solution are finding they can better interact with their subscribers in order to keep them informed of their data usage, and to offer them new service-oriented data plans, or loyalty & reward offers that are relevant to the user’s current or past online behaviors. We call this Policy Engagement.

Typical Approach to Data Pricing

With Openwave Mobility's Promotion and Pricing Innovation...

The PPI- Pricing Applications are fundamentally based on user purchase behavior already proven and understood in other consumer markets, where users prefer to buy goods in small, understandable quantities when they want to and need to – for example buying a single song on iTunes or a video on demand, renting a car or bicycle for the day etc. Applying the same “micro-payments” concept to data charging provides a means to offer more compelling tailor-made services to subscribers.
6 Ready-to-Deploy Applications
Openwave Mobility PPI offers a selection of applications:

- **Video Pass** - time based video passes as a premium add-on service
- **Roaming Pass** – service-based temporary data roaming pass options
- **Tether Pass** – time/data volume based temporary passes for tethering
- **Day Pass** - easy to understand casual data plans for general web access
- **Shared Plan** – allows family members, 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

All with **Policy Engagement and Selfcare** - avoids bill-shock and revenue leakage by keeping subscribers informed

**Roaming Pass**
Avoids revenue leakage resulting from unauthorized access or delayed overage notifications when roaming

**Increases subscriber loyalty** by avoiding bill shock

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**Video Pass**
Openwave Mobility’s Video Pass enables video to be recognized and charged as a separate data service. Subscribers are normally given a video allowance as part of their base data plan. When the subscriber consumes their video allowance Video Pass automatically offers a number of (pre-defined) video plan options. Subscribers can be charged based on time rather than data consumed. Using Video Pass the operator seamlessly rolls out video as a premium service offering. The subscriber subsequently manages their video plan using self care (see later).

Using Video Pass, carriers are seeing an increase in revenue and heightened subscriber loyalty through micro payment charging models that users understand. Typically greater than 20% of target subscribers will respond positively and purchase a Video Plan of this nature when offered. A recent customer study showed that the introduction of Openwave Mobility Video Passes lead to a reduction in church of 20% for subscribers accessing these passes.

**Roaming Pass**
Using data during roaming is a challenge to the carrier and the subscriber. Currently roaming tariffs vary greatly depending on the network the subscriber is connected to. This often leads to bill-shock and a sharp decline in subscriber loyalty.

Using Openwave Mobility’s Roaming Pass, carriers seamlessly roll out data roaming as a premium service to a target set of roaming consumers. Roaming Pass detects that a subscriber is roaming, and immediately offers a number of service oriented roaming plans. Subscribers choose a roaming plan that suits their needs and are in full control of their roaming data spend.
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Tether Pass

Increasingly some subscribers use their mobile device as their main internet connection by tethering it to a computer or setting it up as a Wi-Fi hotspot. In doing so they tend to consume much more data than was envisaged in their data plan. Tether Pass can detect that a mobile device is tethered, and either block access or automatically offer subscribers a temporary or recurring tethering plan as an add-on to their existing plan.

Using Tether Pass:

- Subscribers choose the tethering plan that suits them when they need it with no need to sign up to a long term data contract
- Carriers see which devices are tethering and offer a premium service for bulk data usage

Day Pass

Openwave Mobility’s Day Pass enables the carrier to offer subscribers who are new-to-data or harbor fears over the costs of using data, a suite of instant easy to understand casual time limited plans. For example:

- A 24-hour day pass for general access
- A week pass for extended use
- A pass for access to a specific set of sites they are known to frequent

Day Pass is also a springboard for operators to experiment with sponsored data access models. Sponsors can offer data access free for a fixed duration to specific subscribers at no charge. However, the subscriber must first watch an advert placed by the sponsor. This model allows carriers to offer free data access to subscribers who do not normally access the Web from their mobile device.

Lastly Day Pass enables carriers to offer casual plans at different tariff rates on a device specific basis. For example, if subscribers with tablet computers consume more data than smartphone users, the smartphone day pass is cheaper than a tablet day pass.
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Shared Plan

It may be desirable and more cost effective for an individual with several devices, a family, or a small enterprise to consolidate their data usage into a single plan. This might apply for example to a regular monthly data plan where all family members share a common 10 GB data allowance or indeed to a one-off video service allowance where a 10 hour video pass is shared among a number of different users or devices.

Openwave Mobility’s Shared Plan:

- Allows a single data allowance in the form of Time or Volume (MB/GBs) to be shared by a group of users or devices
- A shared plan can be defined as recurring (e.g. monthly 10 GB data allowance) or one off (e.g. 10 hours video pass valid for 30 days)
- The shared plan is owned by the group owner—e.g., head of household, who is the billed party for the plan
- The group owner has visibility of the remaining shared plan allowance through self care and has the ability to top up the plan at any time
- Members of the shared plan also have access to self care to view remaining allowance
- All members of the shared plan are notified by SMS when the plan data allowance is running low (low watermark warning)
- When the shared data allowance has been consumed all members are notified via SMS and via a web portal page on their next web request. The group owner will then have the authority to top up the account
- For recurring shared plans the allowance and billable charge will occur on the bill cycle date that has been defined by the group owner on plan set up

Head of household or Business owner chooses the shared data allowance that suits them and the member identities of the plan.

Carriers provides greater choice to their consumers with plans that are more tailored and cost effective for families and small businesses
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Rewards

To retain subscribers it is important that carriers have the ability to offer loyal customers special offers and rewards for their continued service. To do this effectively requires behavioral insights into subscriber purchase (e.g. what passes and top-ups they have bought) and data consumption history. This allows reward programs to be tailored to specific behavioral events. For example the carrier may want to reward users who have topped up their account more than 2 times in the previous month with a free 1 hour video pass. A casual user who has already purchased 3 day passes may be given their fourth pass for free and informed of an entry level monthly data plan that may be of interest to them. A user who is consuming all of their allocated data allowance may be informed of other plans that are more suitable and at a reduced rate for the first 3 months.

Openwave Mobility’s Rewards:

- Allows the carrier to define event driven reward and loyalty programs based on specific user online behavior and purchase history
- Loyal users can be gifted for repeat purchases and/or provided with targeted recommendations
- The user feels more valued as a customer and the operator reduces churn through differentiated service offerings which reward customer loyalty

Rewards

Consumer feels more valued for their custom through receiving rewards and promotions that relate to their data consumption and previous purchases

Carriers reduces churn and increase customer loyalty through tailored reward programs

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Chooses Video Pass Reward Voucher

After 2 or more topups user is offered a loyalty reward

Voucher appears on toolbar

Clicks on voucher to get more details or to activate
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Policy Engagement & Selfcare

Bill-shock is when a subscriber has to pay an unexpectedly large charge after they have unknowingly consumed more data than is included in their data plan. This can lead to revenue leakage as overage charges may not be collectable. Openwave Mobility’s policy engagement enables subscribers to avoid bill-shock by keeping them informed of their data usage in real time.

PPI uses the most appropriate mechanism to notify subscribers in real time when they approach or exceed the limit of a data plan or may be subject to additional charges in order to access particular content or service. This can be via SMS, push-notification to a pre-existing Selfcare App, or using the PPI HTML5 inline content injection.

Using Policy Engagement carriers:

- Avoid revenue leakage resulting from unauthorized access, delayed overage notifications, or subscribers refusing to pay unexpected bills
- Increase subscriber loyalty by avoiding bill shock
- Increase the ability to upsell and further monetize data services

All of the PPI Pricing Applications also make use of Openwave Mobility’s Selfcare. Using Selfcare subscribers have a real-time view of their data consumption via a simple Red-Amyer-Green Fuel Gauge, and are empowered to manage their own data services. They easily view their data usage from the mobile devices and have one click access to the operator selfcare portal to top up their service on-demand or to avail of targeted promotions and personalized data plan offers.

As well as engaging subscribers, Selfcare considerably reduces customer care costs since the load on customer call centers is greatly reduced.

Request a demo today

For more information, customer case study or a product demonstration please visit http://owmobility.com

About Openwave Mobility

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

Integra applies advanced Video Optimization to eliminate data congestion, while using Policy Engagement and Analytics to increase ARPU through personalized data plans.

Openwave Mobility provides true carrier class solutions, working with over 40 of the world’s largest service providers and delivering over 40 billion transactions every day to over half a billion subscribers.

Openwave Mobility is a global company headquartered in Redwood City, California.