



Partner and Service Management

Key Operator Benefits

- **Effective Centralized Management:**
 - Centralized and easy processes for adding, modifying and removing partners and services
 - Single point of access for partner performance tracking and KPIs
- **OPEX Reduction:**
 - Reduces time-to-market of new third party value added services and integration efforts
 - Improves and automates partner management process
 - Controls spam activity on the network and reduces subscriber complaints
- **Increased Revenues:**
 - Easy-to-use Web services GUI improves partner access to network elements and accelerates service launch
 - Massive number of VAS can be offered faster and more secure
- **Customer Retention:**
 - Improved partner management and increased service quality reduces subscriber churn
- Easy-to-use USSD menu for service subscription and removal
- **Reduced Cost of Ownership:** Feature rich, cost and resource effective solution that improves network efficiency and lowers operational costs and capital expenses

Market Dynamics

In today's rapidly changing telecoms market as ARPU from voice services continues to decrease, Value Added Services (VAS) are driving the monetization of new revenue streams. The competitive landscape forces telecom operators to develop and launch massive number of innovative services faster and at lower costs to maximize their revenues and profits. To diversify and increase the number of their VAS offerings, network operators have to manage multiple platforms and different types of partners (content providers, application providers, service providers, advertisement agencies, etc.) that makes it cumbersome to keep track of all involved parties, relationships and services in an effective and ubiquitous way.

If not managed properly, such an increase in number and variety of partners and services, results in lack of usage control on the network e.g. messaging and billing systems, inappropriate and spam content delivery, privacy issues, customer complaints and decline in subscriber loyalty, all of which leads to increased operational costs and churn. As such, operators have to evolve their existing business processes and platforms into a centralized system that allows access to core network elements and that enables rules based management of diversified partners and variety of services effectively and efficiently.

Product Overview

Defne's **Partner and Service Management** solution enables telecom operators to organize and manage their partner relationships in an effective and efficient way via standardized business processes, methodologies, tools and practices with the overarching goal of creating an automated and sustainable ecosystem. Partner and Service Management solution offers enhanced processes and tools to assist in management, coordination, control and support of partners, and delivery of services.

Partner and Service Management system comprises of four key layers:

- **Partner Layer** – Allows partners to access network components for service deployment, send/receive messages, charging, etc. from a single point through Web services interface.
- **Security Layer** – Provides one access point to all services with Authentication, Authorization, and Auditing capabilities. Partners are authenticated with a unique identity key, each partner service is authorized to access specific network functionality, and each partner/service interaction is audited for control.
- **Message Broker Layer** – Manages message distribution, routing, que management for all incoming and outgoing messages for all services.
- **Network Layer** – Centralized connection to operator's network components from a secure access point.



Key Subscriber Benefits

- **Increased Revenues:** Easy-to-use Web GUI to access network elements improves productivity and accelerates service launch
- **Subscriber Management:** Centralized management of user subscriptions and charging
- **Performance Tracking:** Automated tracking, reporting and alarms for pre-defined KPIs improves performance
- **Easy Integration:** SOAP-based Web Service API and SMPP integration options for partners provide easy and fast integration process

Defne's Partner and Service Management solution aggregates commonly used network functions under five categories:

- Partner Management – keeps track of static and dynamic partner information
 - Partner Creation – info, status, username/password, connection type, throttling limit, IP restriction, number of allowed connections, message and transaction per second limits
 - Partner Status Management and Update – Active, Suspended, Deleted
- Service Management – defines parameters for each service
 - Name, description, related partner, partner and operator contacts, routing type, short code, keyword, sender address restrictions, allowed sender addresses, price, service status
 - Service Subscription – Category, subscription price, content/renewal price, subscription and unsubscription keywords
- Subscription Management – creates subscriber profile for each subscriber using first service through the system
 - MSISDN, status (active/suspended/deleted), language, services
- Reporting Management
- OSS/BSS Functionality

Key Features

- Throttling - manages licensing and TPS limitations for each service
- Security - assures controlled and secure access to network elements by partners
- Multi language support
- Bulk file processing for subscriber subscription/unsubscription
- Logging for all user activities and changes
- Usage history for all transactions
- Partner monitoring and alerts for pre-defined cases
- System self-monitoring and alarms for usage threshold, message queue, connection, etc.
- Message scheduling for services
- Global blacklist for content that can't be included in service messages
- Spam protection
- USSD Menu for subscribers
- Time restriction capability for subscription based services

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