

Panel Discussion: Roadmap to Billing

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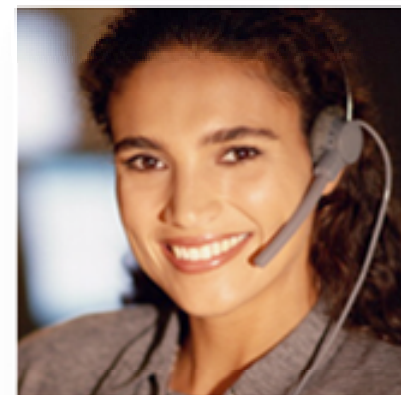
Director of Business Development, Intec Telecom Systems

A Road Map to Billing

TeleManagementWorld

October 12, 2004, Long Beach, CA

Arthur J. Musgrove
Vice President, OSS & Billing
Cymbal Corporation









- White Papers on “Wireless VOIP” and “VOIP Jumpstart” - Go to Cymbal Booth for a copy
- Drop off a business card with A.J. after this presentation for more information
- Send e-mail to **helena.starc@cymbal.com**



The Future of Convergence

Will Rotch – CTO North America
CSG Systems

▪ **Single View of Customer**

- single customer care operations
- enhanced customer experience



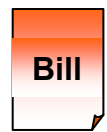
▪ **Single set of Services on multiple networks**

- mobile, fixed line, internet, broadband
- data, voice, information



▪ **Unified transaction history / bill**

- cross-service discounts
- cross-selling opportunities



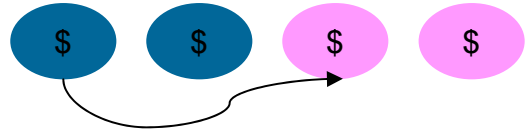
▪ **Single customer, multiple payment methods**

- Cash, check, credit card, prepaid balance, now-paid

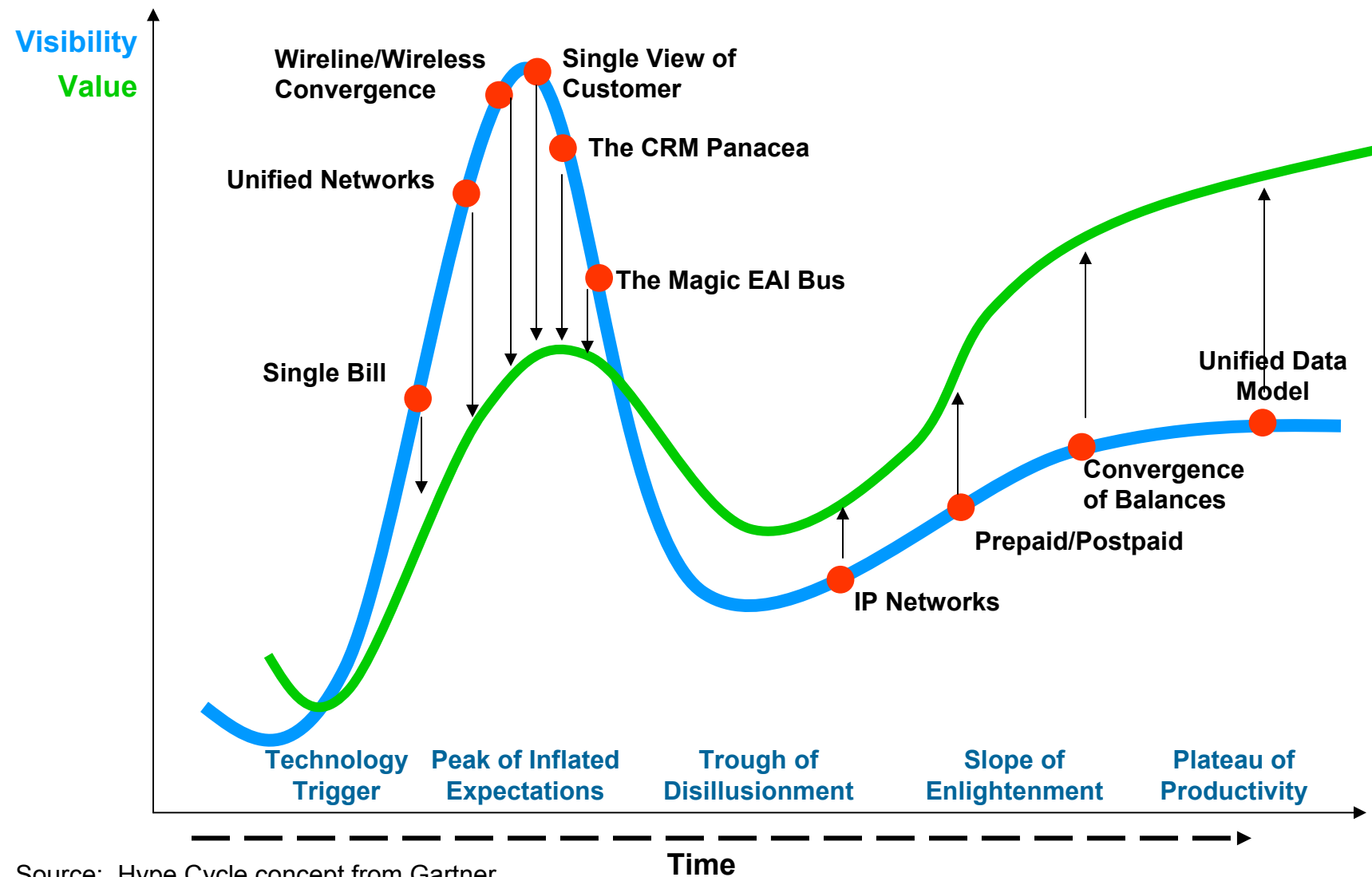


▪ **Service based balances**

- Dynamic balance management
- Balance exchange
- Thresholding



The Convergence Hype Cycle






Source: Hype Cycle concept from Gartner



Lessons Learned in Mobile Content

Brian McCann
Product Marketing Director
Portal Software

Buying Habits: Are Mobile Content Services Any Different?

	Product Example	Comment	Key Points
People pay for convenience		Commands much higher price than tap water; perception of healthiness and convenience.	<ul style="list-style-type: none"> Low cost products can have high perceived value Complex value chains can have simple prices
People pay for points of value	<p>Bottled Water</p> 	Charging all products by weight means cottonballs would have no value.	<ul style="list-style-type: none"> People accept hundreds of products ("points of value") Value-based pricing rewards innovation (not "heavy" products)
People try before committing	<p>Cottonballs</p>  <p>Magazines</p>	How many magazines would you read if you could only purchase yearly subscriptions?	<ul style="list-style-type: none"> People like having multiple buying options, especially when usage patterns are not understood

7 Principles That Made *vodafone live!* a Success

1. Find out what the customer wants
2. Build a Vodafone interface
3. Provide the latest features
4. Vodafone acts as a publisher
5. Make it easy for partners
6. Simplify content charging
7. Give the consumer control

Simple for Customers

No access fees
No *Vodafone live!* registration fee

Flexible for Partners

Event pricing
Subscription pricing
Simple packaging

Let the customer review content charges
Provide real-time purchase information
Customer control of active subscriptions
Build consumer trust





Success

- Driving higher than average usage and ARPU
- Reached target of 8M subscribers in June 2004
- Between October 2002 and July 2003, Live! customers downloaded 3+ million games and 10 million ring-tones
- Now available in 20 countries
- Any payment method

“Vodafone live! Is the most successful launch in the history of Vodafone”
Julian Horn-Smith, COO, Vodafone Group Plc



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Meeting Wrap-up

- **Evaluation Forms**
- **Visit with us!**
- **Billing Track Tomorrow**