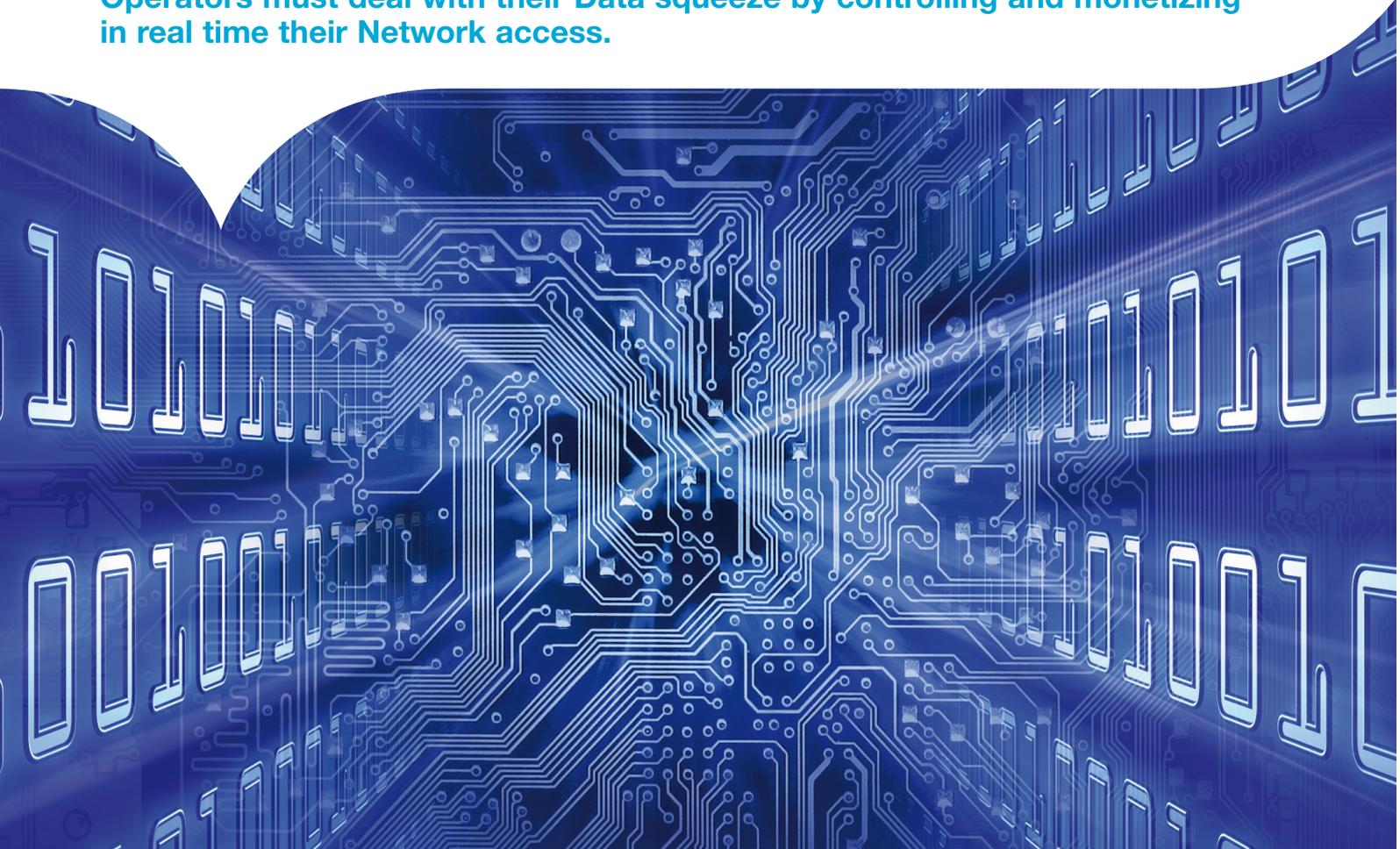


Mobile Data Monetization

Operators must deal with their Data squeeze by controlling and monetizing in real time their Network access.



The Telco Squeeze

To boost the sales of smartphones, most of the telecom operators around the world have launched unlimited data offers. Since then, these smartphone bundles have been more successful than expected, and the data usage they generate is much higher than initially planned. As a consequence, most of the Telcos communicate either on their difficulties to cover their investments in the data network with the corresponding revenues, or on the technical congestion they are facing on their network.

If we stretch the present trend over the next 5 years, data traffic should grow by a factor 26, generating network costs by a factor 6, while revenues would only be multiplied by 2.

This situation would squeeze the telecom players and it is therefore very likely that several initiatives will be undertaken to avoid this squeezing situation. The level of emergency of these initiatives will lower the pressure on margins we classically face on the telco market.



**A new Real Time
Customer Experience**

People matter, results count.

A new solution for a new paradigm

To address this situation, operators are facing 2 main ways to reduce this squeeze :

- A Network approach by optimizing their Network utilization through Network investments or WIFI Offload when possible.
- An IT based approach by controlling and enhancing real-time access to their data network.

To implement the IT_based way this will require a Real Time Solution because the volumes implemented don't allow classical billing solutions which have become legacy to meet this new demand for operators. This new solution must be found that can handle the complexity of time offers, billing systems and performance required by the network equipment.

One solution is Matrixx, the precursor with which Capgemini intends to undertake the first implementations these new rating systems. The contribution of the Matrixx solution is multiple:

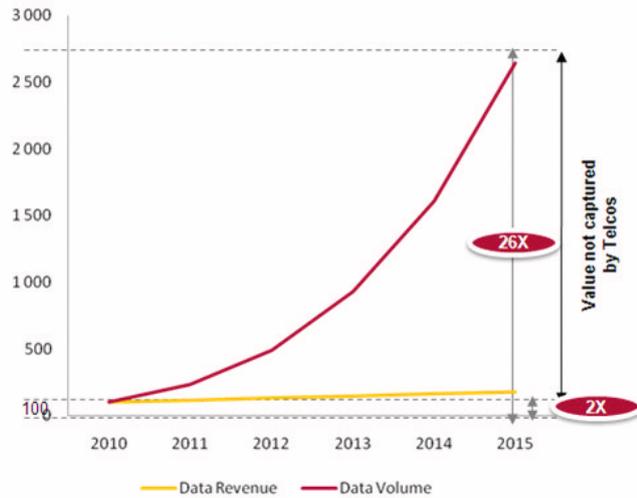
- A drastic reduction in cost by transaction, to achieve on HW standards performance of several thousand rates per second.
- An ability to control real-time data flows, distinguishing them and adding value through complex offers (multi-terminals, multiple thresholds ...).
- A total monitoring of consumed "data" in real-time for reloading.

Contact :

Olivier Thery
Business Director
olivier.thery@capgemini.com

www.fr.capgemini.com

Index of Mobile Data Revenue and Data Volume
(Base year 2010)



The Squeeze between Network Investment and Revenue is huge

This experience is not only consistent and intentional but also differentiated, valuable, compelling and not least of all emotionally engaging for your customers.

Real Time billing data for Telcos

With its nearly 20 years of experience in billing, Capgemini has identified Matrixx as the breaking solution that brings out the expected response to the squeeze, giving the operator the time control of data flow.

The solution was benchmarked by Capgemini for over a year for its billing capabilities that go beyond present needs, its integration capabilities with both network equipments from different manufacturers and also to existing IT, and for its capabilities in terms of performance, resilience and cost.

Capgemini offers a complete integration offer around the Matrixx solution:

- A presentation in its RT Labs where the solution is integrated into an access network and implements complex use cases
- An implementation of an operating pilot in the network of the operator within two months on a few trial offers.
- An overall implementation of an integrated system with multiple networks and IT flows.



A Partner of choice for Capgemini



About Capgemini

With more than 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Rightshore® is a trademark belonging to Capgemini