OPERATOR PAYMENT & CONNECTION SERVICES – OPCS

Launch new revenue generating content services

Ericsson's Internet Payment eXchange (IPX) service is a global payment and message delivery solution for premium and non-premium SMS, MMS, Web and WAP content.

Operator Payment & Connection Services (OPCS) is an end-to-end solution which includes both technical and commercial services. Simplicity is inherent since one platform is used for all services; premium SMS, premium MMS, mobile online payment, subscriptions and wholesale SMS.

Benefits

- A complete end-to-end solution, requiring minimal investment from the operator
- A fast-to-market solution for launching new revenue generating premium services
- A proven, future-proof solution offering immediate access to content providers all over the world
- Extended messaging – increasing revenue with international text messaging reach.

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TAKING YOU FORWARD

OPCS

Operator Payment & Connection Services (OPCS) is a managed and hosted end-to-end payment and messaging service for mobile operators. Ericsson's Internet Payment eXchange (IPX) and OPCS give operators the freedom to focus on their core activities, such as branding and customer care, while still offering their subscribers an attractive package of mobile services. Today, mobile content services are considered to be as indispensable as voice and a key component in being competitive and staying successful.

Advantages of OPCS

Ericsson IPX already has a successful OPCS service operating out of data centres in North America and Europe, which means that the only integration needed is the one towards the operators' service enablers: SMS-C, MMS-C, WAP gateway etc. With its simple set up, OPCS allows networks to quickly integrate new digital content services while simultaneously offering these to their subscribers.

The payment dialog is customizable, and can be the same for on and off portal purchases. This makes the buying experience easier, with an increased sense of security for mobile subscribers thus increasing purchase rates and revenues.

Because Ericsson IPX both hosts and manages the services, we also take the capex costs and supply the necessary competence and management tools and equipment. For operators this significantly reduces the initial investment risk and simplifies opex forecasts.

Operators are guaranteed a high level of service, as specified in the Service Level Agreement and delivered according to the predefined KPI for Service Availability. With OPCS integrated to the operators service enablers, all content providers are presented with a uniform web service interface.

OPCS is divided into five distinct services: Content Provider Access, Launch Advisory Services, Commercial and Contract Management, Settlement and Invoicing and Extended Messaging.

The Services

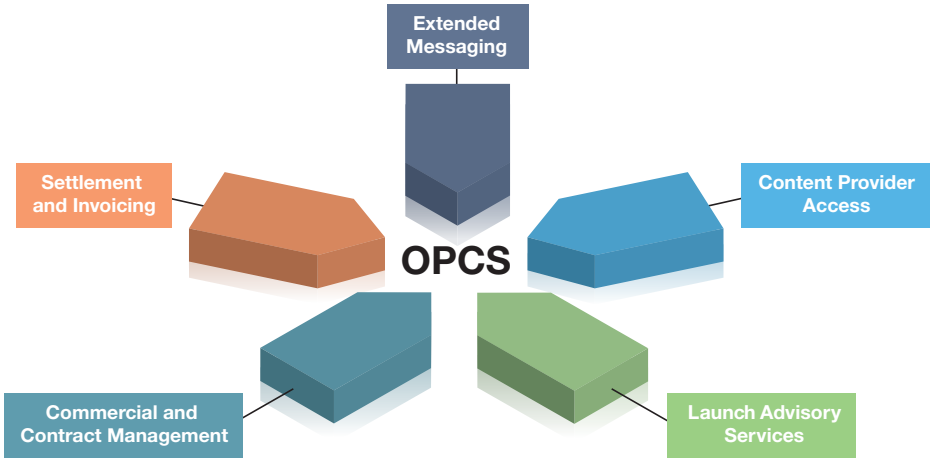
Content Provider Access – Ericsson IPX, an entire CPA system, integrates to the operator's service enablers and provides content providers with proven and uniform Web Services APIs, Implementation Guidelines, network support, surveillance, operation, maintenance, upgrades and new technical features. SMS, MMS, online mobile billing, identification, web purchase, direct charging, fraud control, subscription management, web reporting and transaction statistics are all included.

Launch Advisory Services – Ericsson IPX's extensive market and industry experience on both the local and global level, will serve as a basis for completing the market offering and defining content provider contracts. To make the offer as competitive as possible, Ericsson IPX drives the creation, enhancement and definition of the operators commercial content offering.

Commercial and Contract Management – Ericsson IPX will act as a commercial and contractual interface on behalf of the operator, with a clearly defined mandate. Tasks include handling of offers, negotiation, contract signing and sales support as well as contract management for all content providers.

Settlement and Invoicing – Payouts, continuous settlement, invoicing and debt management for all content providers will be managed by Ericsson IPX. Transaction reports will be provided on a monthly basis for the operators as well as the content providers.

Extended Messaging – Ericsson IPX enables operators to increase revenue streams on the growing international text messaging market. By using Ericsson IPX to extend coverage, more messages can be delivered, which increases revenue as well as customer satisfaction. IPX's local presence and 24/7 support can help to quickly control costs and customers reap the benefits from efficient implementation of an SMS interoperability solution.



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