



ERICSSON MULTI MEDIATION

CONVERGED MEDIATION OF ALL SERVICE AND NETWORK DATA

Ericsson Multi Mediation gives you a powerful platform able to handle today's vast data volumes and deliver the right data to the right place. It's a single solution that lets you manage all services, payment methods and network technologies – allowing you to improve the customer experience through timely and accurate charging and billing, service assurance, customer data analysis and more.

Mediation is becoming increasingly important to managing today's complex networks. New technologies, new formats, new protocols and new, fast-changing business models require a fully convergent mediation platform that can bridge all network elements with relevant OSS/BSS.

This calls for a mediation platform that can handle new service complexity and the large amounts of data that need to be inspected, aggregated and correlated from multiple in-house and external sources, including data resulting from new operator business models. The immense data boom following the implementation of 3G and 4G network technologies and services places further demands on the mediation system.

One solution for all mediation

Ericsson Multi Mediation gives you one consistent, accurate platform that collects, formats and distributes network data, covering all OSS/BSS-related mediation. It secures data at the point it is generated, ensuring that nothing is lost, duplicated or corrupted, and intelligent collection can be done from any network technology.

With Ericsson Multi Mediation, you can operate more cost-effectively, creating the right customer experience while efficiently protecting existing revenues and enabling new revenue streams. The system is highly flexible, able to support new business models and ever-changing service requirements. It acts as a bridge between network elements and support systems, allowing changes in either to be handled efficiently in one system.

The multi-purpose platform is integral to the OSS/BSS stack, and is connected to almost every corner of the network with a complete view of what is happening

Ericsson Multi Mediation is an end-to-end, convergent, multi-purpose platform that collects, formats and distributes accurate network data for all OSS/BSS-related mediation. It is able to handle the massive data loads generated by today's complex services and multi-vendor networks, letting you manage all services, payment methods and network access protocols through one single solution.

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- 1 Handle all OSS/BSS mediation needs from one converged platform
 - 2 Identify data discrepancies before they affect your business
 - 3 Create the right customer experience while increasing revenue capture
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across it. The platform is able to process massive volumes of data from a multitude of sources used for a range of purposes, including charging and billing, service assurance, fraud detection and statistic compilation, and lets you manage all services, payment methods and network access protocols through a single solution.

With its central role in the OSS/BSS stack, and with the help of a master toolkit for fast and easy configuration of rules and flows, Ericsson Multi Mediation can be used in multiple scenarios well beyond traditional mediation tasks. It is a part of almost all revenue streams and is an important enabler of business solutions such as traditional billing, real-time charging and billing, customer experience analysis, revenue assurance and more.

Revenue enhancement

Helping you to assure existing revenue through accurate charging and billing is just the beginning. Ericsson Multi Mediation is “big data”-ready – for example, it can provide you with exactly the data you need to analyze and understand consumer behavior and service profitability, so you can more strategically develop new offers.

The platform gives you an open and flexible service creation environment to self-manage a range of activities, from modifying business flows or service logic to configuring customized solutions. For significant gains in time to market (TTM), it lets you introduce and charge for new services, or variants of exiting offers, without expensive and time-consuming changes to surrounding OSS/BSS.

Ericsson Multi Mediation prevents revenue leakage, with an advanced reporting capability that tracks all data flowing through the system. Automated correction identifies any discrepancies before they affect your business. As payment methods are varied and can change over time, Ericsson Multi Mediation also lets you handle any customer payment option for optimal monetization.

Easy, role-based usage

Ericsson Multi Mediation is easy to manage and can be smoothly integrated with any OSS/BSS. The product is equipped with a single operations and maintenance (O&M) view for efficient management of all of your needs and flows, whether you are dealing with traditional one-way call detail record (CDR) data, event-based billing or more complex real-time, multi-directional, session-based traffic.

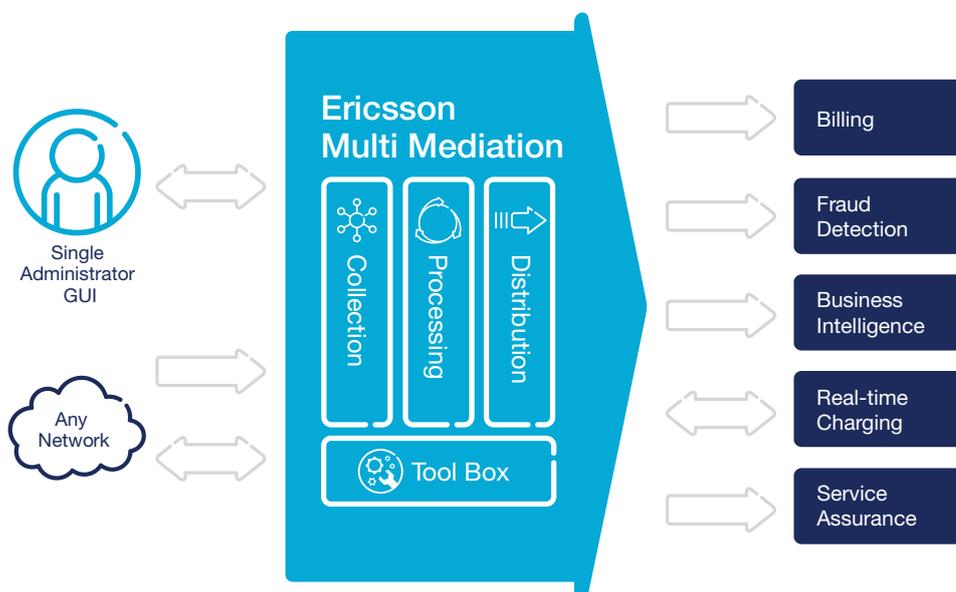
The platform is role-based. Functionality that benefits from being common is common across the system. For example, administration is completely shared and available to all users in their particular roles. Functionality that does not benefit from being common is optimized to that particular function, and therefore restricted to that role – a unique strength of Ericsson Multi Mediation.

Cost efficiency

Ericsson Multi Mediation will meet your demands as you grow in capacity or in functionality, letting you absorb the changes in your environment while minimizing changes to your OSS/BSS.

The platform is designed with hardware efficiency in mind, and can easily scale to meet your needs using standard off-the-shelf vendor hardware. Each server can run a combination of offline and online billing mediation, as well as service assurance and other IT mediation. The platform can also be deployed in a virtualized environment for a closer integration to other IT and NFV/SDN systems. These flexible deployment options enable maximized hardware utilization to provide a cost-efficient solution. By mediating network data to downstream Network Management Systems, Ericsson Multi Mediation helps you to attain better utilization of your network resources as well.

Ericsson Multi Mediation not only reduces TTM, it significantly reduces the cost of service creation. To further lower the time and cost of configuration, the



platform comes with pre-packaged configurations that are fast, simple and affordable to implement. You can choose to have Ericsson help you configure the initial deployment, then make your own modifications through our open development environment as your business needs change over time. Or, if you prefer, Ericsson can entirely configure and maintain the solution for you. The choice is yours.

Total dependability

Operators need a mediation system that is predictable, stable and reliable. As the industry's leading mediation solution, Ericsson Multi Mediation meets the strongest requirements for uptime, performance and scalability. For example, a single instance of Ericsson Multi Mediation can handle over 10 billion data records per day, significantly reducing the load on your downstream BSS and OSS. It is field-proven in over 300 customer environments that collectively support 1.3 billion subscribers in 135 countries throughout the world.

Use one platform for all mediation

- > Traditional offline, CDR-based billing mediation
- > Online, multi-directional, real-time session-based mediation
- > Event-based mediation
- > Service and revenue assurance mediation
- > Scalable data handling capacity

Gain process and IT efficiency

- > A single interface for data collection, formatting and distribution
- > Decreased IT, hardware and network complexity for reduced operating and capital expenditure
- > Multi-vendor, multi-technology, multi-system compatibility
- > Serves multiple purposes depending on business needs
- > Fully scalable with standard hardware

Benefit from leading platform flexibility

- > Supports any customer payment option
- > Capable of multiple non-traditional roles
- > Prevents revenue leakage
- > Simplified data architecture
- > Easy to configure and maintain

Take control

With Ericsson, you benefit from more than 20 years of mediation experience and a century of experience in the telecom industry. We have been in mediation since its early days and stand as the leading mediation solution supplier. Ericsson Multi Mediation is an essential part of the market leading Ericsson OSS/BSS portfolio, and the result of our continuing investment in service provider solutions that leverage our thought leadership and industry involvement in the mediation area. You can configure Ericsson Multi Mediation yourself or turn to our global services organization for configuration and maintenance of your system.

AT A GLANCE

Ericsson Multi Mediation provides you with a single, converged platform that allows you to:

- > Accurately collect, format and distribute network data to support systems
- > Lower opex and capex through IT and process efficiency
- > Use "big data" to increase revenue capture, assure services and analyze profitability