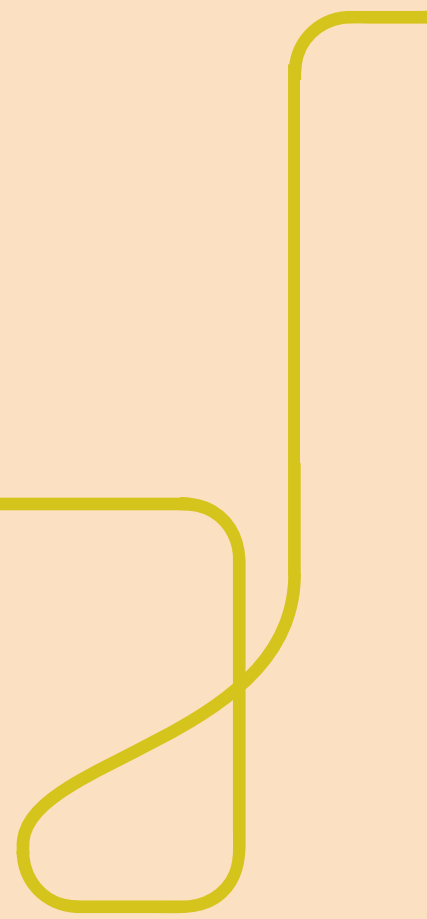


*swift*  
POLICY SERVER





## **ABOUT CONVERSANT SOLUTIONS PTE LTD**

Conversant Solutions Pte Ltd was established in 2002 in Singapore and we currently focus on providing Software as a Service (“SaaS”) in the areas of office productivity, security, content distribution and online advertising to Consumers, SMEs and Enterprises, in partnership with telecommunication service providers.

Our approach of partnering with telecommunication service providers to rollout our SaaS allows Conversant to reach out to a wider customer base while allowing our telecommunication service provider partners to create a differentiated service offering to their own end customers. Our relationship with a telecommunication service provider is therefore a win-win mutual partnership, allowing Conversant to scale our offerings while the telecommunication service provider enjoys higher ARPU and lower churn.

While adoption of SaaS is expected to increase as end users start to appreciate the benefits of Software Services and Internet bandwidth continues to increase, we also realize that there will still be preference for “Products” over “Software Services” among selected end users. Conversant is addressing this market through our innovative Products offerings.

Our business philosophy is that of customer choice, rather than dictating for the customer if a “in the cloud” Software Service or an “on premise” Product is more suitable for them.

We also work closely with TBC Solutions Pte Ltd, a wholly owned subsidiary of Conversant Solutions. TBC Solutions is a highly competent technology service company focusing on infrastructure software and turnkey projects for telecommunication operators.



## INTRODUCTION

The Swift Policy Server is a next generation service control product designed from the ground up to meet current and emerging subscriber management, service creation and service management needs of Mobile & Broadband operators. Serving as the **central nerve centre** for which **Mobile & Broadband Operators** can **create, apply, modify** and **delete** service bundles for their subscribers on demand and in **real time**, the Swift Policy Server allows Operators to stay ahead of their markets and competitors in today's highly competitive market for mobile & broadband access.

Developed to meet carrier grade requirements, the Swift Policy Server is architected for scalability, reliability and full redundancy for deployment into any operators' demanding operating environment. The Swift Policy Server is typically deployed within an Operator's network and will be integrated with an Operator's AAA (Radius or DHCP), Provisioning, OSS, BSS and Deep Packet Inspection (DPI) environment.



## **THE NEED FOR SWIFT POLICY SERVER**

### **Real-Time and On-Demand Expectations**

Broadband Access Operators are faced with an increasingly challenging operating environment as subscriber requirements and expectations get more segmented and fast changing. The needs of a “normal” subscriber using broadband access for simple web surfing are very different from the low latency expectations of a serious online gamer. Subscribers are also increasingly expecting that their demands be met on a “real time” and “on demand” basis. Instant gratification is expected and subscribers no longer wish to wait for their Operators to provide what they need, especially where the competition and the alternative is just another “click” away.

### **Report and Trending Analysis**

Operators therefore need to have a new control mechanism for their network resources in order to meet the needs of their subscribers. This new control mechanism has to be user, application and network aware for Operators to create new services and bundles on demand and in real time. Rather than being “silo” focused, Operators now need to manage their network resources with an end user centric focus. This new control mechanism also needs to have strong reporting and trending analysis functionalities to allow Broadband Operators to have a closed feedback loop between what their subscribers are currently using broadband access for and what the Operators are currently offering their subscribers.

### **Increase In ARPU**

By deploying the Swift Policy Server, Operators will be able to have unparalleled visibility into what their subscribers are currently using their network resources for and to enable the drive for new product and marketing bundling decisions. By putting subscribers’ needs at the heart of an Operator’s network resource allocation decision, Broadband Operators will see an increase in APRU and customer satisfaction as well as substantially reduce subscriber churn.

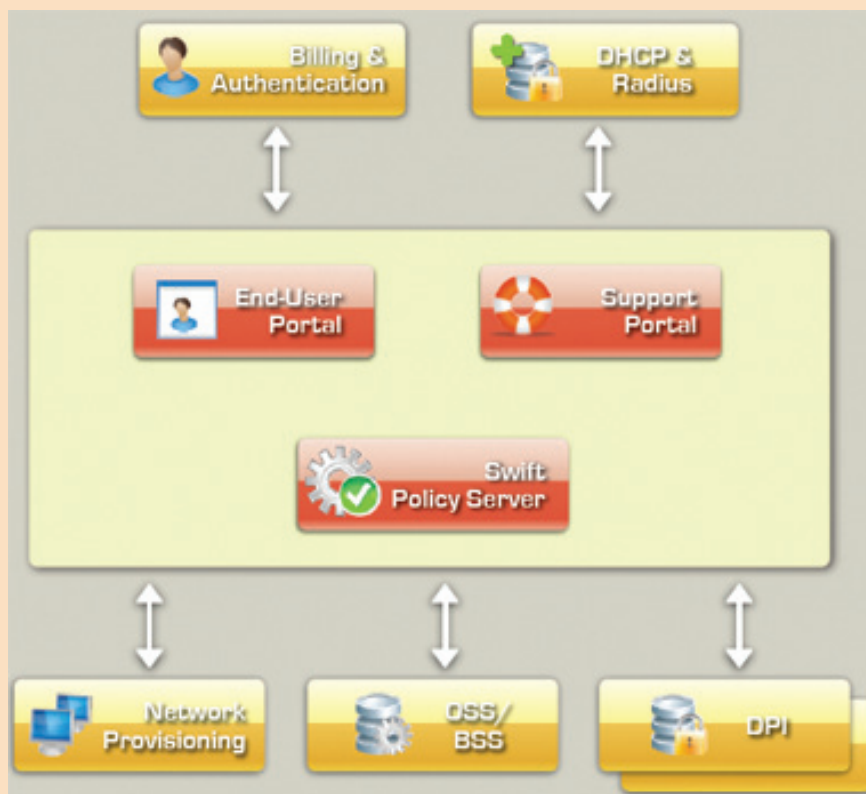
## PRODUCT FEATURES

### Standard Product Features

The Swift Policy Server comes with standardised value added features allowing for quick deployment by Mobile & Broadband operators:

- Bandwidth on demand
- Usage based charging
- Time based charging
- “VIP” customers
- Managing bandwidth-intensive applications for fair use of network resources

These “plug and play” features allows Mobile & Broadband operators to quickly introduce new services to their subscribers with minimum integration and customization work, shortening time to market and ensuring a rapid return on investment.





## **Web Based Portals**

The Swift Policy Server also offers web based portals for the Operator's subscribers (End User Portal) and the Operator's Customer Service Agents (Helpdesk Portal). These portals are an integral part of the Swift Policy Server's focus on end users' needs and expectations.

The **End User Portal** allows subscribers to sign up for value added services (self activation) and manage their value added services (self care) online, giving subscribers visibility and control over their own services needs. There is no longer a need to wait for a service hotline to be available or for a prolonged service provisioning process before users can enjoy the benefits of their desired services.

The **Helpdesk Portal** complements the End User Portal by allowing the Operator's Customer Service Agents to perform first and second level troubleshooting and customer service operations. Customer Service Agents will be able to pinpoint faults and manually intervene if needed; reducing average call handling time and improving first call resolution success rates.

## **Reporting and Trending Engine**

The Reporting and Trending Engine is a core component of the Swift Policy Server and it allows Operators to collect, analyse and make business and marketing decisions based on information collected from their subscribers' activities when they are online. With the Reporting and Trending Engine, Operators will be able to measure the effectiveness of their marketing activities and identify emerging preferences of their users to stay one step ahead of their competitors.

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## **Enhanced Product Features**

Depending on the unique requirements of the Operator, additional enhanced features can be developed and deployed for the Operator after the initial deployment:

- Prepaid bundles and “day” passes
- Customised offerings for online gamers
- Embedded Advertisement insertions
- “Walled garden” services for users including bill payment when the users bills are overdue
- Redirection for users who needs to have a firmware upgrade of their modems
- “Hidden” boost for users when they complain of slow speed

These enhanced features will allow the Operator to further differentiate its service offerings in the marketplace and the Operator need not stop at these features. Given the flexible architecture of the Swift Policy Server, the Operator can easily further enhance and develop new functionalities based on its market needs.



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