

RPE: Rating Promotion Engine



A state of the art promotions engine with balance management and spending control capabilities

As competition is getting fierce between the operators, discounts and promotions are becoming more important for operators. Legacy billing systems such as BSCS are not always fully equipped to answer market demands. With its distinct architecture, RPE can support almost all types of different promotion models.

Bundling different services such as voice, data, content with discounts, promotions, and spending control make the scenario extremely complex for a legacy system to manage.

In BSCS, specialized promotion packages and methods are being used for specific promotions purposes.

There are inherent shortcomings present in promotions packages available today: not all business cases required by the customer can be covered with those promotion packages.

All these constraints have made the development of a new versatile, unified promotions engine essential for us to support our customers' requirements.

Our state-of-the-art promotion system is RPE, which provides a highly flexible, highly extendible promotions engine that can easily support a Tier-1

operator with its high performance and operational ease.

Although RPE's product model is compatible with BSCS's standard model, it can also be used with any legacy billing system. Its highly flexible discount capabilities shorten time-to-market from months to days.

RPE's balance management and spending control capabilities prevent customer bill shocks. RPE is not only used for offering new discounts and promotions, but also allows the operators to carry out re-rating functionality, as well as triggering actions at pre-defined thresholds. For the service operator, such personalized complex product offerings reduce churn and increase loyalty.

Benefits

RPE is a rating time promotions engine that follows an exclusive methodology, offering the following benefits.

Can be easily integrated into BSCS

RPE uses BSCS libraries and follow BSCS design standards. This makes it possible to easily integrate RPE into the rating chain of any BSCS version higher than BSCS6.

RPE replaces CCH and Free Units

RPE covers all postpaid functionality offered in CCH and Free Units Library in BSCS. RPE addresses and overcomes shortcomings present in CCH and Free Units.

CCH and Free Units can be retired when RPE is deployed in BSCS Rating Chain. RPE can also co-exist in the same chain with these applications.

RPE is designed to ensure easy migration from currently deployed Free Units to RPE promotions.

RPE offers flexibility

Not all business cases required by the business can be addressed to CCH or Free Units. Thanks to its flexible and extensible design, RPE covers almost any business case. This makes it possible to make complex offerings with RPE and quick time to market.

Wide Range of Features

The following are some of the features provided by RPE, but not limited to with possibility to make bundle combinations:

- Rating time applied promotions.
- Explicitly assigned promotion packages.
 - Private Balances (COFU) that belong to a single contract.
 - Shared Balances (POFU) shared by a group of contracts.
 - Enterprise Balances (POFUL) used as pooled balances under a Large Account Hierarchy.
- Implicitly assigned promotion packages linked with tariffs rather than being explicitly assigned via services to contracts.
- Community based discounts and promotions.
- Daily, weekly monthly, and bill cycle aligned promotion periods.
- Cross promotions. A business case like “talk 10 minutes, get 1 SMS for free” can be implemented in RPE.
- RPE maintains balance history; late calls are processed in their own balance period.

- Carryover: RPE supports carrying unused part of promotions over to the next period.
- Trigger different actions and notification messages at pre-defined thresholds

Technology Openness & Infrastructure Compatibility

Unlike BSCS, RPE rely on proven technology Oracle Times-Ten real-time in-memory DB instead of in-house developed legacy libraries resulting in minimized COI for the Operator.

Differentiators

Distinctive capabilities by FCBS include;

Quick Time to Market & Complex Offerings

- State of the art fully rule-driven promotions allowing to easily configuring promotion packages.
- Extensive and flexible features not offered by CCH and Free Units.

Carrier grade operational excellence

- Proven high reliability: RPE is in production since 2005 in one Tier-1 operator and since 2011 in another Tier-1 operator.
- Proven high throughput, 6 times faster than Free Units
- Fast startup time of RPE processes, while Free Units and CCH suffer from performance problems at startup time.
- Hardware independent and compatible with all major UNIX distributions.
- BSCS version independent, compatible with any BSCS version later than BSCS6.

Contact with experts

Please do not hesitate to contact us for any information you may deem necessary for your convergent charging and billing needs.

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