



_experience the commitment

Mobile Data Services: Partner Business Suite



Building a profitable data services portfolio

More and more carriers worldwide are looking to data services as a new source of revenue and profit. While developments in device and network technologies have continued to broaden the scope of services, carrier processes and infrastructure have struggled to cope with increased complexity. Moreover, a recognition that the best service ideas usually come from partners has led carriers to consider how they can attract top partners and best manage the service development process.

Other key challenges for carriers in developing, launching and delivering data services include:

- How to ensure profit from services, especially those with modest revenues
- How to minimise time to market for increasingly complex services
- How to safeguard security with many third parties accessing network resources

CGI understands the issues carriers face in the data services environment. Our consulting services are helping carriers meet data services challenges while providing partners with support and transparency of information

CGI's Partner Business Suite supports carriers and provides unique, functional "breadth and depth" with true end-to-end support—from service inception to delivery—and the capability to handle the most advanced data services scenarios.

As shown in the following diagram, this rich functionality ensures that the Partner Business Suite solution provides the following at every stage of the service life cycle:

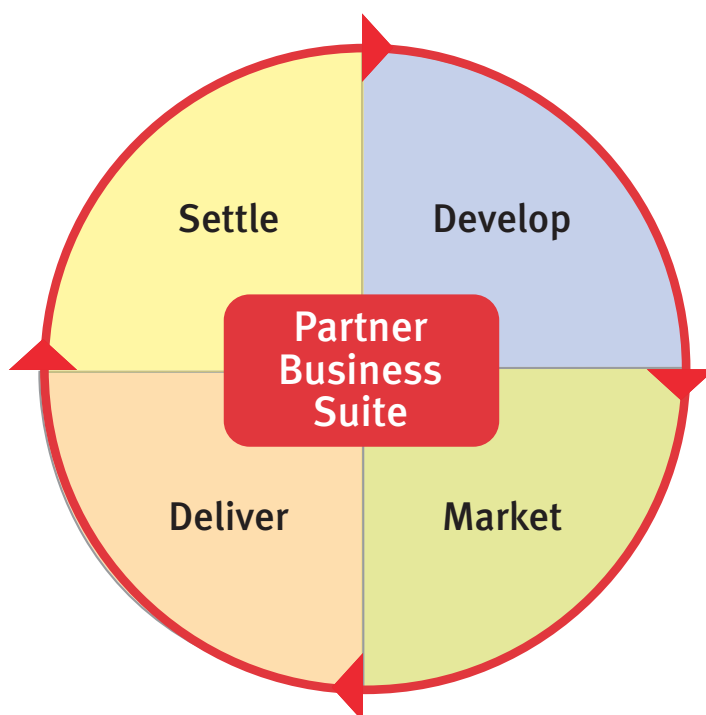
- Full process automation and minimal support costs for low revenue services
- Sophisticated, tailored support for "tier 1" services and strategic partners

Business value

CGI helps carriers automate processes and increase control at every stage of data services development, delivery and settlement—resulting in increased revenues and reduced costs. With our Partner Business Suite solution, carriers can realise:

- Increased profits and ensured viability of "tier 2" services by matching cost of support with revenues generated
- Enhanced support for strategic partners with advanced capabilities around customer targeting, revenue sharing and reporting
- Increased revenues by enabling opportunistic, short-term deals
- Reduced time to market for new applications
- Greater ability to become a preferred carrier for top partners
- Increased control over partner access to network resources
- Reduced cost of revenue reporting and partner settlement by providing real-time, online information

Support for all partners across the service life cycle



Solution features and functions

The Partner Business Suite provides full support for partner data services—from development to delivery. Features include:

- Support for wireline and wireless data services
- Support for all forms of data services, such as Java applications and games, music files and ringtones, premium WAP browsing, WAP push, premium MMS, SMS, Location Based Services, etc.

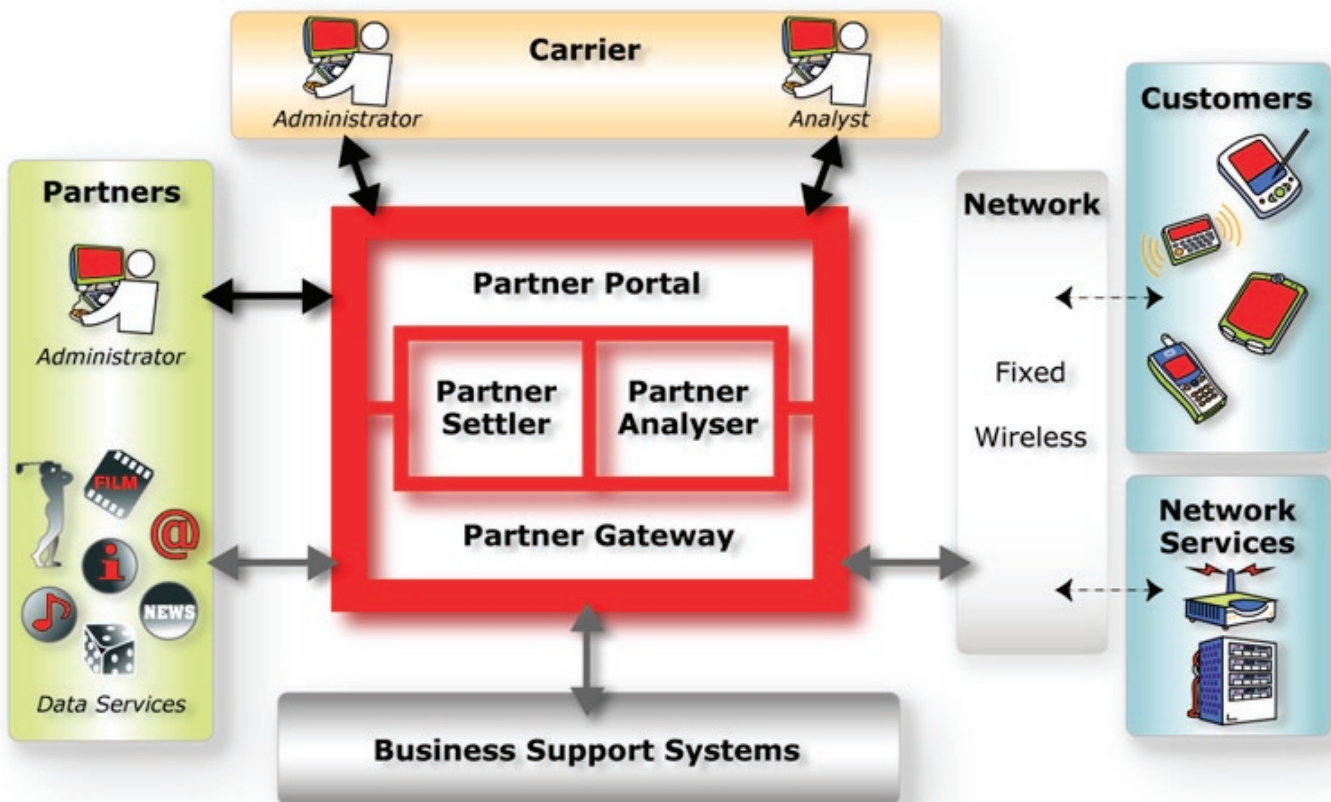
- Promotion of maximum reuse of existing service logic through the use of templates for service definition and assembly
- Full integration with BSS and network for auto-provisioning and service delivery

As shown in the following diagram, the Partner Business Suite comprises four modules, each of which can be deployed within any environment individually or in any combination.

The Partner Business Suite interacts with five key domains:

- Partners (staff and data services)
- Carrier staff
- BSS
- Customers (through network)
- Network services (through network)

The Partner Business Suite



Corporate profile

The following table provides more information on the Partner Business Suite's modules' features and functions.

Module	Features and functions
Partner Portal	<p>This module provides a single access point for partner and carrier staff.</p> <p>For the partner, it provides:</p> <ul style="list-style-type: none"> • Application development and testing support • Information on service uptake and revenue • Settlement reconciliation support <p>For the carrier, it provides:</p> <ul style="list-style-type: none"> • Application life-cycle approval workflow • Auto-configuration of BSS environments • Operational reporting and gateway configuration
Partner Settler	<p>This module manages the financial aspect of the partner relationship and provides:</p> <ul style="list-style-type: none"> • Flexible modelling of settlement agreements • Scalable engine for settlement calculations • Automatic statement generation for Web distribution
Partner Analyser	<p>This module is the distributed collection engine, which:</p> <ul style="list-style-type: none"> • Gathers data to create full transparency of traffic and financial flows • Provides the basis for advanced partner analytics
Partner Gateway	<p>This module controls all access to network resources, which:</p> <ul style="list-style-type: none"> • Exposes an array of Web services to which partner applications connect • Implements a solid security framework • Delivers services to the network under full control of the operator • Handles customer delivery preferences

CGI is one of the largest independent IT and business process services firms. Our 25,000 professionals around the world offer clients a knowledgeable, dedicated partner, working to develop and implement IT-oriented solutions to address their business and technology challenges.

CGI couples extensive industry sector expertise with a full range of services including strategic and management consulting, systems integration, and management of IT and business functions. Clients have access to a broad and deep range of solutions and services in the financial services, telecommunications, government, healthcare, utilities, retail, manufacturing and distribution sectors.

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