

Tapestry Adjunct Rater

Benefits

It is difficult for a consolidated billing solution to be best-of-breed in all areas from customer care to payment processing, and it is expensive to replace all legacy systems to support the rating of next-generation services. Tapestry's Adjunct Rater offering enables providers to supplement their existing solution and extend its lifespan, quickly bringing urgently needed capabilities to market. This "just right" solution provides:

- The agility and responsiveness to be competitive with IP, content and value added services
- True convergence, both in service bundling and pricing methods, such as associative discounting
- Support for dynamic pricing based upon multiple parameters
- Open interfaces to enable integration with legacy billing systems
- True modularity and configurable APIs, enabling Adjunct Rater to easily integrate with complex legacy environments
- Unparalleled flexibility to easily adapt and scale to support future services, technology standards and increasing business volumes

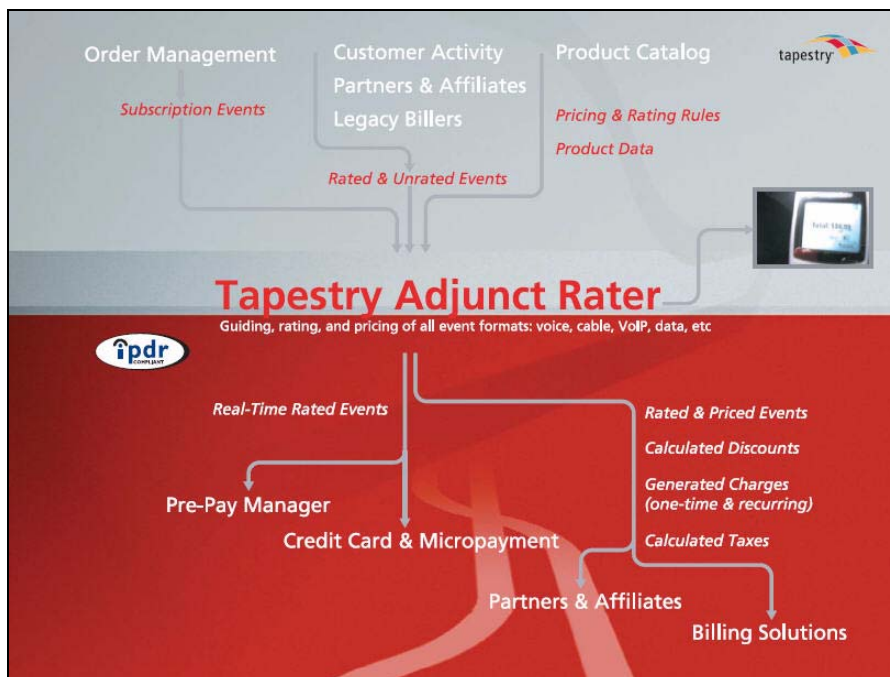
THE ULTIMATE SOLUTION FOR ADVANCED CONVERGENT RATING

Today's communications market demands compelling services offered as innovative bundles with simple, yet differentiated pricing and discounting that maximizes value for both the consumer and provider. However, the rapid expansion of convergent services and the pace of competition have left many providers with BSS infrastructures that haven't kept pace—driving up costs and, ultimately, costing providers their customers and profits. Flexible, efficient rating is the essential competitive asset to overcome these obstacles and to capitalize on convergent services.

Enabling rapid responses to dynamic market changes

As the profit margins for traditional telephony services continue to erode, providers are forced to expand their offerings to include value-added services, such as messaging, gaming and other content-based services. However, many legacy billing solutions are unable to fully support providers' bundling and rating strategies, resulting in lower profit and market penetration. With more sophisticated criteria than traditional voice services, rating for next-generation service bundles brings added complex event formats and increased volumes of data.

For many providers, conquering these issues often means facing the cumbersome task of replacing billing solutions—a costly and time-consuming process that typically spans several years. Yet, with the latest offering from the Tapestry suite of rating and billing solutions, CGI offers a better solution. Adjunct Rater allows providers to capitalize on the latest advances in rating and pricing functionality without replacing their legacy billing systems.



KEY FEATURES OF COMPETITIVE RATING

Adjunct Rater is engineered to meet the challenges providers face as they expand their product suite to include the next generation of services. Some key features of the CGI solution include:

Ultimate convergence support

To stay competitive, the creativity of the marketing department cannot be limited by the capabilities of the rating solution. Adjunct Rater provides all the essential rating features, including:

- User-defined rating, pricing and discounting rules to support rapid introduction of tailored “next generation” product bundles, services and pricing
- Libraries of reusable objects throughout the system to enable the user to more quickly define products, services and pricing
- Truly convergent bundled rating and discounting across all service types and lines of business to attract, reward and retain high-value customers
- Flexible “associative discounting” capabilities for services based on events from other services, such as a discount on Internet and content services when wireless use exceeds designated spending thresholds
- Rate a single event, such as a video call, on a combination of multiple parameters at the same time, such as location, class of service, time of day and quality of service delivered
- Rate based on any unit, for example, bytes, minutes, pages
- Rate portions of events—for example, if a customer purchases a sports event after it has already started and views only part of it
- Define rating to apply for individual events or following accumulation of qualifying events for the entire bill period
- Use standard system-provided calculations or create your own
- User-defined flexible event framework that provides the ability to rate any type of event regardless of format
- Robust and flexible recurring charge processor that allows the rating engine to create recurring and one-time charge events and manage retroactive rate-impacting changes

Real-time rating

Today’s savvy customers and the nature of next-generation products require real-time rating and decision support:

- Customers expect to review their usage information on a current basis.
- Alternative payment methods, such as pre-pay and micro-payment billing, demand up-to-the-minute accuracy.
- Advice of charge enables customers to make informed purchase decisions.

Adjunct Rater helps providers meet these demands by processing events in real-time.

Lifecycle-linked promotions

Through Adjunct Rater’s unique combination of robust promotional capabilities and the flexible application of customer “lifecycle events”—such as anniversary discounts or specialized pricing for services retained or upgraded—providers can take advantage of innovative pricing and promotion strategies that reduce churn and reward retention.

Proven scalability

With more sophisticated services come increased volumes of data. Adjunct Rater is proven to scale with the speed of the processor to meet these volumes while maintaining real-time performance. Adjunct Rater’s scalability has been tested on the latest dual core chips.

Easy integration and configuration

Integrating new solutions with legacy systems can come with its share of risks. Communicating information between multiple systems can be tricky—if deployed incorrectly, benefits will be lost. To mitigate these risks, Adjunct Rater includes a full suite of XML-based APIs to manage the transfer of information into and out of the rating solution. With Adjunct Rater, you can take advantage of a robust rating solution while retaining and leveraging your legacy solutions.

During the initial implementation and beyond, Adjunct Rater allows business users, not software developers, to create and maintain services and pricing models. Separation of business logic from source code means that the application can be easily configured to meet your specific business process and data needs. Patented configuration tools like Flexible Event eliminate the need for expensive, time consuming core product changes and reduce the total cost of ownership.

MODULAR COMPONENTS

Tapestry is a full suite of convergent applications for billing and order management. Scalable and flexible, Tapestry promotes the rapid introduction of products and services including cross-product discounting and pricing across lines of business (for example, wireless, wireline, Internet services, entertainment services), billing systems and service platforms. Tapestry can be implemented as a full solution—covering all aspects of rating, billing and order management—or through the selection of specialized components, such as the Adjunct Rater offering.

The Adjunct Rater offering consists of two Tapestry modules that include the following features:

Product Portfolio—a single point for all product and price plan maintenance

The Product Portfolio module is a graphical entry point for all product and pricing information. This object-oriented and rules-based module enables you to offer truly convergent packages by bundling any combination of communications services. Product Portfolio enables you to introduce product, service and pricing options rapidly—reducing time to market and bridging the traditional gap between customer care and billing. Product Portfolio can serve as the basis for a central, synchronized catalog for your entire corporate product base. Alternatively, the API set also allows Product Portfolio to accept data from alternate master product catalogs.

Event Pricer—a real-time rating and discounting facility for all charges

The Event Pricer module is an advanced solution engineered for high performance using modern technologies. It performs real-time event rating, pricing, discounting and taxing for convergent communications services. The system allows you to define new billing and pricing attributes without making software changes.

Built with a highly flexible and robust object-oriented architecture, Event Pricer handles convergent rating across all lines of business in your organization, enabling competitive pricing and discounting for the total service package. For example, you can offer “associative discounting,” a discount for services based on other unrelated services. That means you can offer discounts on Internet and content services when long-distance use exceeds designated spending thresholds. This type of discounting helps you attract, reward and retain high-value customers.

FLEXIBLE EVENT FRAMEWORK— SUPPORT FOR THE UNKNOWN

Adjunct Rater’s flexible event framework allows you to flexibly define, rate and bill any event formats that can be captured and recorded. The framework ensures that all current and future event types can be supported and that any attribute can be used to rate an event or be included on an invoice. Users have the ability to define new event types and new versions of event types, add new attributes and specify data mapping rules for conversion between event types through a GUI. These user-defined attributes are then available for pricing and billing, and may be used for purposes such as rate qualification, summarization and bill display.

The flexible event framework supports the underlying design principles of the system—that it be flexible, configurable and nimble to meet future needs. Whether you have a new type of event from a network element, a new type of event from another system, you want use information available from the other systems but not accessible by your current system, or you want to limit which information is brought into the rating system—all of these changes are supported with no impact to the system. And as these interfaces change over time, the changes can be adapted without system changes.

CORPORATE PROFILE

At CGI, we're in the business of satisfying clients. For more than 30 years, we've operated upon the principles of sharing in clients' challenges and delivering quality services to address them.

A leading IT and business process services provider, CGI has approximately 25,000 professionals operating in 100+ offices worldwide, giving us close proximity to our clients. Through these offices, we offer local partnerships and a balanced blend of global delivery options to ensure that clients receive the combination of value and expertise they require.

CGI defines success by exceeding clients' expectations and helping them achieve superior performance.

IPCentricity™ helps you be remarkable

IPCentricity is CGI's foundation for the future of the communications and media industry born out of our passion in helping our customers realize the benefits of an all IP network. We offer extensive experience, capabilities and products, like Tapestry, to help service providers move into the world of IP-centric technologies and realize the tremendous benefits it promises.

CGI works side-by-side with our clients to tailor and launch their differentiating service offerings and help them be remarkable. Contact us to learn how you can benefit from IPCentricity. For more information, contact your CGI representative, email ipcentricity@cgi.com or visit www.cgi.com/ipcentricity.



Tapestry®— CGI's modular rating, billing and order orchestration solution

Technology convergence has brought promising business opportunities to industries of all kinds. The ability of communication service providers to offer triple- and quadruple-play offerings—the combination of fixed, mobile, Internet and television—can drive customer preference and profitability. Yet aging infrastructures and cultural hurdles remain, resulting in an inability to take full advantage of this digital opportunity.

With Tapestry®, CGI's suite of convergent applications covering rating, billing and order orchestration, service providers can support back-end operations that drive convergence—without costly investments. Scalable, flexible and proven, Tapestry easily integrates with existing solutions and promotes the rapid introduction of products and services through the use of multiple flexible frameworks, allowing business users to add changes to the system without the need for IT experts and code changes. Implemented as a full solution or through the selection of applicable modules, the Tapestry solution can be tailored for particular needs. Tapestry also offers product solutions that are designed to support specific functions.

For more information, go to www.cgi.com/tapestry.

IPDR COMPLIANT™

Certified since 2002, Tapestry actively supports the Internet Protocol Data Record (IPDR) standard. This common standard ensures that support systems underlying next-generation networks such as packet cable, wireless LANs, 3G mobile and voice-over IP all speak the same language for usage measurement, accounting, billing, service-level monitoring and settlement. Achieving this standard means that Tapestry ensures interoperability between products from participating companies, enabling "plug-and-play" support for next-generation services within a multi-vendor implementation. For more information on the IPDR organization, visit www.IPDR.org.

