

# NWWM

**Network**  
Monetisation

# Overview

Explosive growth in data traffic means that operators are often required to invest in network development before establishing a clear monetisation strategy. As OTT and other digital services soar in popularity, operators are noticing a drop in demand for traditional services. Connections from IoT traffic have surged and are putting new strain on networks. New standards and technologies are turning focus to service chains management and are erasing the boundary between traditional network and IT applications.

The Nexign Network Monetisation (**NWM**) suite is a versatile solution for real-time rating, charging, and policy control for all network services: mobile and fixed communications, VAS and OTT services, e-commerce, and e-banking.

**NWM** is a core element of any BSS solution and the suite's full compliance with modern communications standards makes this solution easy to integrate with existing networks and BSS systems. With **NWM**, operators can boost revenue by launching new products and services faster, improving subscriber loyalty, and reducing the capital and operational cost of ownership.

# Benefits

NWM is a proven solution with a stable and flexible core. We offer best monetisation scenarios for generating additional revenue for telcos.

We can expertly transform complicated technical solutions into a simple product for your customers.

## CUSTOMER

### Best monetisation scenarios

- Application-based charging helps you develop flexible and interesting offers for consumers
- Short period of time and small volumes look comfortable and transparent for users

## BUSINESS

### Time to Market

- Catalog-driven approach: all products could be transferred to modern network
- All-in-one pre-integrated solution including partners' components
- Flexible service lifecycle management through catalog

## OPERATIONS & MAINTENANCE

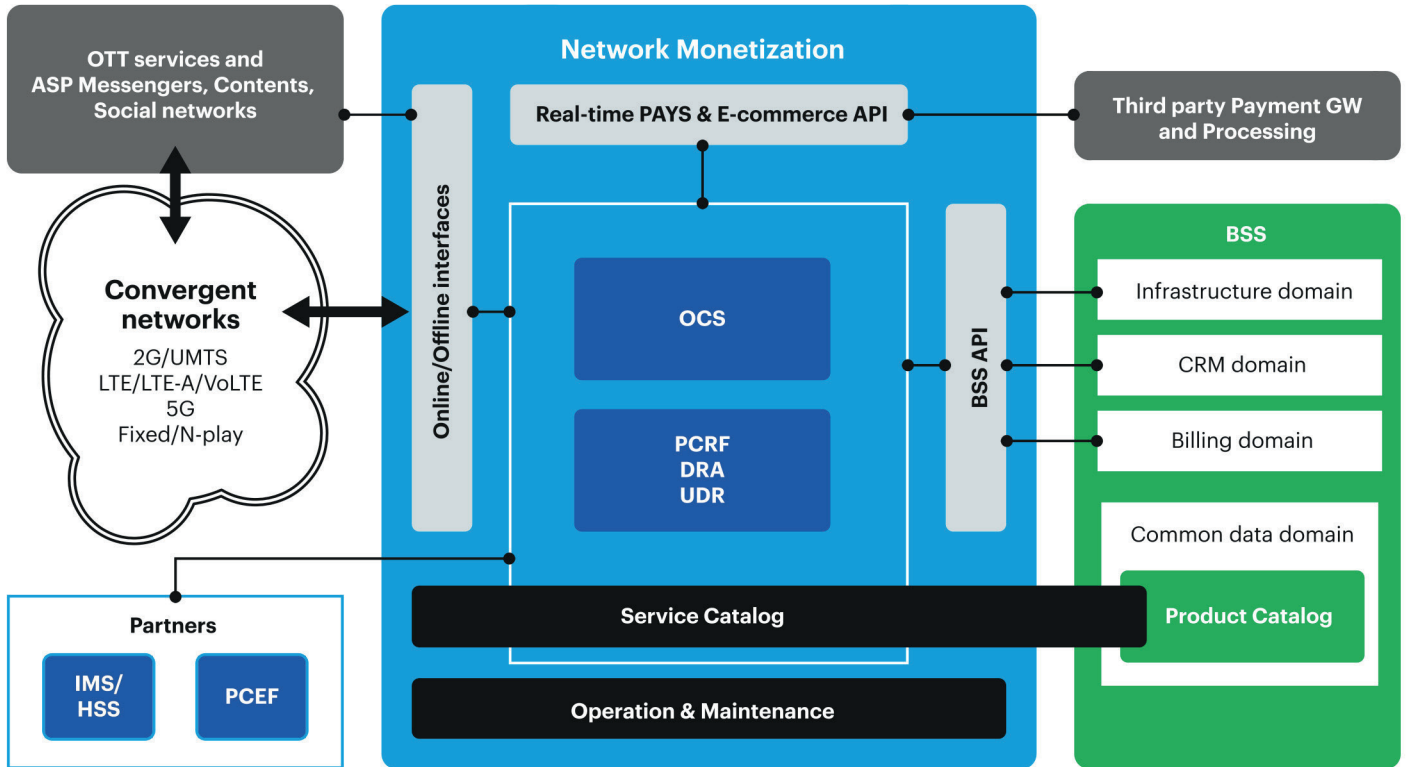
### No data or revenue leakage over any interface or applications

- VoLTE
- VoWiFi
- Any external applications

# Key Features

- Pre-integrated, pre-packaged solution for real-time rating, charging, balance and traffic management, and policy control
- Catalog-driven engine – mature & flexible model with embedded state machine
- TMF, 3GPP, ETSI & OMA-compliance
- Easy integration with ASPs

# Architecture



■ - BSS landscape 
 ■ - NWM Suite 
 ■ - NWM Products 
 ■ - NWM API layer 
 ■ - NWM Aux & Infra Products 
 ■ - Third party

# Functions

- Online Charging System
- Policy and Charging Rules Function
- Online/offline interfaces with core networks and ASPs
- Open API integration layer with BSS, payment, e-commerce and other systems
- Built-in Service Catalog

Our **Online Charging System (OCS)** is a complex solution that enables real-time balance control and service management. The OCS performs service authorisation, rating, and charging, as well as session and call control for all interactions including high-speed interactions via Sy/Gy/Ro interfaces. The OCS ensures excellent UX for customers and increases transparency while reducing the load on the BSS Core and increasing traffic processing speeds.

The **Policy and Charging Rules Function (PCRF)** provides a wide range of tools for policy decisions. It is based on the UDC concept, which consists of engines for various type of networks with a single logical user profile (UDR). DRA and standard interfaces (Gx, Gxx, Sd, Sy, Rx, Ud) ensure easy integration into the core landscape. In addition, the PCRF sets charging rules based on flexible criteria, such as subscriber profile parameters, traffic usage, and network resources.

# nexign

4, Uralskaya st., St.Petersburg,  
199155, Russia

ps@billing.ru  
billing.ru

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