

**The end of flat-rate pricing pushed by real-time rating, charging and policy management**  
*Today's Telco world shifts towards the future*

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**Paderborn (Germany) 31 August 2010: Forecasts by almost half of all mobile executives worldwide say that MNOs will focus on developing new pricing models over the next three years. 55% of them agree that tiered pricing is the way forward in mature markets. To overcome unprofitable pricing models and, at the same time, boost customer satisfaction, mobile network operators must overcome flat-rate pricing. These "all-you-can-eat" data tariff plans are disabling their ability to generate enough revenue and keeping them caught up in low revenues and rising costs. Orga Systems, #1 choice for real-time charging and billing, provides a unique integration between network and IT for a subscriber management that meets customers' needs and wishes.**

**'Dumb pipes' vs. 'smart pipes'**

Operators must stop thinking of themselves as just a provider of a pipe that links their customers to the network. For they are much more and – what's more - they can cooperate with those at the other end of the pipe. The other end of the pipe that is companies such as social networks or search engines. They rely on the pipe that operators provide simply to bring their innovations to the customer. Those new applications and services drain the pipe and demand for high speed connections. Thus, a partnership could be mutually beneficial, just like a symbiosis between operators and content-oriented services.

**Real-time rating, charging and policy management**

For operators it takes three: convergent rating and charging as well as customer-centric policy management. This real-time business support is needed to ensure that the customer remains a focus while balancing the need to generate revenue and to manage network resources. Communication between network-based service capability and software-based support helps CSPs to manage implementing real-time authorization and session management, as well as enforce "fair usage" policies and service caps in real time. Most of all solution providers worldwide have got knowledge in one or two of the domains needed, but only very few offer solutions covering all three, enabling organically developed products. One solution supplier, processing excellent knowledge in all three areas, is Orga Systems.

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