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Orga Systems publishes new Heavy Reading White Paper on Smart Monetization
Next-generation BSS solutions are key

Paderborn (Germany), 10 September 2013 - Orga Systems, a leading software vendor for real-time charging and billing solutions, with an international customer base in the telecommunications, utilities and machine-to-machine markets, has published a White Paper on “Harnessing Charging, Analytics & Policy for Smart Monetization” in cooperation with Heavy Reading Analysts Ari Banerjee and Sarah Wallace.

Mastering real-time decision-making challenges

Topics addressed in the White Paper are, amongst others, delivering next-gen mobile data services, meeting real-time decision-making challenges and providing advanced analytics. While fighting for new subscribers, it has become inevitable for CSPs to launch attractive services faster than ever and with a wide choice of personalization and bundling. They must be able to leverage the data that resides in a multitude of systems, make it immediately accessible and use that data to generate insight and take actions that can help drive their business. Therefore, CSPs require flexible back-office systems that can react in real time and help them perform fundamental tasks such as:

- Creating innovative new business models
- Maximizing the value of network resources
- Acting on deeper subscriber and network insights in real time
- Simplifying and personalizing the subscriber experience

CSPs that update their policy and charging solutions and align these components with advanced analytics will be prepared to serve their customers in a better and more innovative manner as well as other verticals in instances such as machine-to-machine (M2M).

Providing CSPs with unified policy management and charging control

“In order to remain relevant as a service provider in today's digital world, operators need to capitalize on real-time intelligence and customer insight. In order to achieve this, they need cutting-edge BSS/OSS systems that will help them to maximize their revenue potential from more intelligent service delivery, enabling them to drive efficiency, creativity, customization and ultimately profitability more effectively than they can currently,” says Senior Analyst Ari Banerjee, Heavy Reading.

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Deploying a well-shaped, policy-enabled data charging is not an interim solution to overcome limitations in the legacy BSS and related IT infrastructure. With Orga Systems' solution, this is an initial step to grow into full convergent charging, policy control and billing.

Being 3GPP-compliant, Orga Systems' smart-charging solution provides unified policy management and charging control while supporting personalized usage rules and differentiated charging. Moreover, it enables CSPs to enhance their traditional policy control with new and advanced services.

To download the complete White Paper, please click here:

<http://www.orga-systems.com/en/HeavyReading-Whitepaper>

About Orga Systems

For 20+ years, Orga Systems' portfolio of real time products and consulting services has been designed for living in a connected world. Scalable architecture, outstanding performance, lowest rating latency and consequent customer-centricity ensure reliable access to any kind of cross vertical NG services for 400+M subscribers in Africa, Americas, Asia and Europe. Worldwide 40+ telecommunications providers, energy suppliers, car manufacturers, automotive and logistics companies rely on Orga Systems and achieve reduced OPEX, real time-to-market, short-termed ROI as well as beneficial access to new value chains and profitable M2M revenue streams.

Take the shortcut to monetize the digital life in real time: www.orga-systems.com

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