

ZoneWise

Enabling Home Zone Billing

ZoneWise - the location-based home zone billing solution for mobile operators which enables them to offer their subscribers preferential billing rates when using their mobile phone within defined zones.

The ZoneWise solution enables mobile network operators to compete against fixed line operator offers and directly expand their addressable market.

ZoneWise provides a direct incentive to ensure the mobile device remains the communication line of choice, irrespective of location.



Key benefits to mobile network operators:

- » Accelerate Fixed-Mobile Substitution (FMS)
- » Increase mobile usage and revenue
- » Reduce revenue cannibalisation with more accurate positioning techniques
- » Ensure accurate billing through reliable zone detection
- » Gain competitive advantage with innovative technology
- » Complement with other location based service
- » Reduce CAPEX and OPEX
- » A key asset in a differentiated portfolio
- » Complements Femtocell technology.

Key benefits to subscribers:

- » Preferential rates and dynamic discounts based on location - ensuring relevance
- » Personalised and customised charging/billing
- » Ability to set alerts to be notified if they “enter” or “leave” predefined zones
- » Flexibility and convenience
- » Greater choice.





Key features:

- » Available on a group basis – also attractive to business users
- » Users can select favourite zones in which to receive discounted calling rates while placing and receiving calls
- » Gives mobile operators the ability to charge differential charging rates according to the location of the subscriber.

Fixed Mobile Substitution (FMS)

ZoneWise removes the need for fixed-lines giving mobile operators the opportunity to enter the home and office space with an attractive alternative. Using the ZoneWise solution, mobile operators can offer competitive rates to users helping to secure their mobile phone as the primary communication tool, creating “virtual fixed lines”. This functionality helps facilitate the trend towards fixed-mobile substitution (FMS), a critical trend for the future of operators.

Femtocell technology

For operators who have already invested in Femtocell, or those considering it, ZoneWise fits extremely well with this technology. Due to the increase in call quality, coverage and capacity provided by Femtocell, subscribers can be reassured that although they are using their mobile phone indoors, they will not lose signal or experience a lower quality of service.

Operators already using Femtocell technology can leverage it to sell ZoneWise to their subscribers.

Billing options for operators

Creativity Software's ZoneWise solution gives mobile network operators the ability to establish differential charging rates based on the pre-defined zones agreed with the subscriber. In a home zone billing offer, subscribers typically pay reduced rates when using their mobiles within a defined area around their home, but ZoneWise can just as easily be used in another zone, such as an office.

How operators implement ZoneWise

Operators can implement ZoneWise in one of two ways. Typically, using a Mobile Location Centre (GMLC/SMLC) which can be used to locate the user and define their

“zone”, be it home or office. Any calls the user then makes within the designated zone will be charged at a preferential rate, and any calls made outside of the area, will be charged at mobile tariff rates. Alternatively, ZoneWise can be implemented by installing an applet software on the mobile phone's SIM card (R-UIM for CDMA).

Home Zone Billing enables operators to compete against fixed operator offers and directly expand their addressable market increasing usage rates.

Zones and alerts

Users can also select favourite zones in which to receive discounted calling rates while placing and receiving calls. Additional discounts, for example for calling friends in neighbouring zones, can also be applied. It is also possible to add alerts, so that users can be notified of changing charging rates as they move through or enter predefined charging zones, allowing them to choose when to place or receive calls. Additionally, time of day or date based charging can be offered to further customise services.

Contact us

For more information about how ZoneWise can help increase your revenues please visit:

www.creativitysoftware.net

or contact us at

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About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

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