

Efficient handling of end-users' service subscriptions

Key benefits:

- Contains information about end-users, services and clients
- Easy administration of end-user moves, notice of termination periods, etc.
- Efficient and flexible handling of services
- Seamless shift between BBE applications
- Report generator for providing valuable statistics and market data



BBE - Subscriber Management Tool, (SMT) is an application within the BBE product family. SMT efficiently stores and handles information associated with end users such as names, delivery addresses, billing addresses and subscriptions.

SMT is pre-integrated with BBE – Core. BBE – Core is the framework upon which all the BBE applications are made available. Other applications in the BBE product family are: Helpdesk Management Tool (HMT) and Service Selection Portal (SSP).

Good overview of end-users' subscriptions

SMT provides and maintains a database containing information about end-users and their services. End-users' names, addresses, billing IDs, network usernames and service subscriptions, as well as clients' MAC addresses, are examples of data available through SMT.

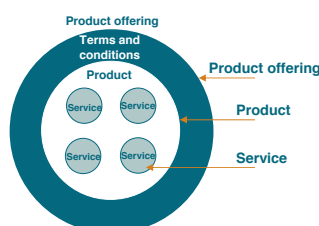
SMT simplifies creating/searching/editing or deleting an end user in the system as well as adding or removing a subscription. Tasks such as an end-user moving to

another address in the network, handling of notice periods for end users terminating their subscription, and suspending/reinstating end users are easily carried out in SMT. Furthermore, terms and conditions of a service is managed from SMT.

Efficient and flexible service management

The definition of services in SMT is made easy and offers valuable flexibility. Different types of services can be defined, e.g. BECS services and provisioning messages to other systems, which is also one type of service.

A group of services can be packaged into one product. The product is then complemented with terms and conditions, and is then finally offered to the end user as a product offering. See below illustration.



The functionality in SMT allows service providers to define end-user groups to which the products offering will be made available. Target groups can consist of end users in a specific area where broadband deployment is planned, yet not fully connected, a certain city, or other segments of the target market.

SMT keeps track of the service's lifecycle. The service provider can manage the service lifecycle using conditions such as start of sales, start of delivery, end of sales and end of delivery. These conditions allow the service lifecycle to be handled efficiently, and allow service providers to offer time-limited services whilst maintaining control.

Integration

SMT is connected to BECS™, PacketFront's control and provisioning system, through the BBE – Core and BECS Mediation point.

SMT offers opportunities for smooth import and export of end users to other

customer management systems, such as Customer Relationship Management (CRM) systems.

Valuable statistics and market reports for increased market knowledge

SMT contains a report tool that is used to gather and present vital data. As an example, it can be used to generate a report showing the service-take-rate in a particular area. It can also display the number of active end users compared to the available ports. The marketing reports are a vital input when marketing new services and creating promotion campaigns. In addition to the reports focusing on marketing input, SMT has a sophisticated

report-generating tool providing service providers with total traceability as to the end-users' IP and MAC addresses, and service usage. The SMT contains powerful search functions that enable the use of a wide variety of search criteria to generate reports for tracking network abuse or other security-related activities. The logging functionality provides reports that are also useful for billing and similar purposes.

One GUI for all BBE applications

BBE is designed with one common GUI for its applications BBE – Core, SMT and HMT. The GUI for SSP is designed for end users and is different from the other applications' GUI.

The GUI is designed for easy navigation

and fast access to important information. A seamless shift is provided between the different applications, focusing on efficiency for the user. There is no need to log in and out of the different applications to access information. As soon as an application is available, it is integrated into the BBE GUI, not as a separate system.

Supporting self provisioning

The self provisioning functionality offered in PacketFront's SSP is supported from SMT. End-users can easily register and activate/deactivate their service subscription from SSP, information from SMT is provided to support this.

Technical requirements

BBE - Core