Use Case: Mobile Coupons

GENERATE NEW REVENUES

What Is the Value of Mobile Coupons?

Mobile Coupons are electronic offers delivered to mobile devices that can be used by consumers for a financial discount or rebate when purchasing a product or service. Through information about subscribers from analytics systems, operators can partner with retailers, advertisers, content providers, and others to push electronic coupons with special offers that can be targeted and personalized to individual subscribers. Operators can gain new revenues from partners every time a coupon is pushed to a subscriber and/or based on purchases when the coupons are redeemed or when mobile payments are made.

What Problems Does It Help Solve?

The effective use of Mobile Coupons to enhance sales results is based on the application of subscriber and network intelligence, giving operators a new tool to monetize new partnerships within the online coupon industry while protecting subscriber privacy. According to Juniper Research, 10 billion mobile coupons were expected to be redeemed in 2013, a 50 percent increase over 2012, making these coupons a viable promotional technique.

Network and customer analytics based on deep packet inspection (DPI), customer demographic information, and other anonymous data can help advertisers and other promotional specialists personalize and target Mobile Coupons. Coupon offers are made relevant to individual subscribers based on gender, age, geography, season, income, buying habits, and many other factors.

What Are the Benefits of Mobile Coupons?

· Generate new revenues in partnership with retailers, advertisers, content providers, and others

· Leverage location analytic information to provide differentiated value to retailers and shoppers

What Do I Need?

Mobile Coupons require intelligent network technologies that control the allocation of network resources based on subscriber plans. Operators also benefit from solutions that provide a fast, easy way to introduce new business models; gather network analytics per subscriber; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

· Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks

· Evolve your network into a platform for both direct and third-party partner monetization

· Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models

· Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: http://www.cisco.com/go/mobile.

Cisco solutions to enable you to deliver Mobile Coupons along with many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. The Cisco ASR 5000 Series' elastic architecture enables its software-based mobile functions to utilize system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms.
Cisco Quantum Policy Suite	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.
Cisco Quantum Services Bus (QSB)	Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers.
Cisco Prime Analytics	Provides business and network analytics capabilities that can enable both historical trend and real-time predictive policy decisions. Includes dashboards for data visualization and programmable interfaces to create system alerts in conjunction with policy. It includes indoor location analytics such as foot-fall, dwell time, and more. It includes the ability to leverage the DPI capability within the Cisco ASR 5000 Series of packet core solutions to correlate massive volumes of dynamic usage data and catalog data to deliver up-to-the-minute insights. Provides visibility to enterprise IT to help determine the impact of Mobile Coupon plans on application usage and mobile data costs. Comprehensive statistical analysis and trending help with optimizing network performance, targeting new services and planning infrastructure investments.
Cisco ASR 5000 Series Small Cell Gateway	Provides intelligent Wi-Fi access for subscribers, including support for: • 3rd Generation Partnership Project 2 (3GPP2) WLAN Packet Data Interworking Function (PDIF) for untrusted Wi-Fi networks • 3GPP Interworking WLAN (iWLAN) Packet Data Gateway (PDG) for untrusted Wi-Fi networks • 3GPP iWLAN Tunnel Terminating Gateway (TTG) for untrusted Wi-Fi networks • 3GPP evolved Packet Data Gateway (ePDG) for untrusted Wi-Fi networks • Evolved Wireless Access Gateway (eWAG) for trusted Wi-Fi networks For Mobile Coupons, operators can offer ubiquitous service across 3G, LTE, and Wi-Fi access networks, and can include Wi-Fi usage in the user analytic information collected and aggregated.