

# Use Case: Multi-device Data Plan



INCREASE ARPUs AND UP-SELL HIGHER PRICED DATA PLANS AS USAGE GROWS



## What Is the Value of the Multi-device Data Plan?

Operators can gain new revenues by offering subscribers the opportunity to add multiple network-accessible devices (e.g., tablet computers, gaming devices, smartphones) to the same monthly data plan. All devices used by a customer can be combined in the same plan based on an overall monthly usage quota for greater convenience and value. The Multi-device Data Plan has been shown to drive higher data quota adoption among customers. These plans can be added to the Family/Group Data Plan, sharing the same data usage quote across devices used by a family or small organization.

## What Problems Does It Help Solve?

Operators have seen data subscriptions on the rise for tablet computers and other devices. To-date, subscribers have relied on Wi-Fi only for these secondary devices since they were not covered in cellular data plans or, if covered, were considered overly expensive by subscribers. There is growing competitive pressure on operators to include multiple devices as part of subscriber data plans. The Multi-device Plan makes it easier for subscribers to include an array of their network-addressable devices under one plan. It enables operators to generate additional revenue as subscribers enjoy less restrictive data access and as newer devices and applications generate higher volumes of data usage.

## What Are the Benefits of the Multi-device Data Plan?

- Increases average revenue per user (ARPU) because multi-device data plans have been shown to increase monthly subscriber fees
- Provides opportunities to sell higher-priced data plans due to the likelihood that subscribers will need to increase their quota plans to accommodate increased usage across all their devices

## What Do I Need?

Data plans that include multiple devices 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; enable multiple Wi-Fi features; 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 the Multi-device Data Plan along with many other revenue-generating services include:

Cisco Solution	Description
<a href="#">Cisco ASR 5500 Multimedia Core Platform</a>	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.
<a href="#">Cisco Quantum Policy Suite</a>	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.
<a href="#">Cisco Prime Analytics</a>	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.
<a href="#">Cisco ASR 5000 Series Small Cell Gateway</a>	Provides intelligent Wi-Fi access for subscribers, including support for: <ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Generation Partnership Project 2 (3GPP2) WLAN Packet Data Interworking Function (PDIF) for untrusted Wi-Fi networks</li> <li>• 3GPP Interworking WLAN (iWLAN) Packet Data Gateway (PDG) for untrusted Wi-Fi networks</li> <li>• 3GPP iWLAN Tunnel Terminating Gateway (TTG) for untrusted Wi-Fi networks</li> <li>• 3GPP evolved Packet Data Gateway (ePDG) for untrusted Wi-Fi networks</li> <li>• Evolved Wireless Access Gateway (eWAG) for trusted Wi-Fi networks</li> </ul> <p>For Multi-device Data Plans, operators can offer ubiquitous and seamless service to included mobile devices across 3G, LTE, and Wi-Fi access networks.</p>