Use Case: Social Networking Package

ADD PRICE-SENSITIVE SUBSCRIBERS AND INCREMENTAL REVENUE FROM INCREASED DATA USAGE

What Is the Value of the Social Networking Package?

To entice consumers, especially those in markets where mobile data usage is low, operators can offer special plans and pricing tailored to users of popular social network applications such as Facebook, Twitter, Foursquare, etc. These entry level Social Networking Packages are cheaper than full mobile data plans.

What Problems Does It Help Solve?

Often bundled with SMS services, the Social Networking Package is an entry-level offer for consumers just becoming acquainted with data services. They enable new subscribers to cost-effectively enjoy popular social network sites and applications (often along with some limited web browsing). Then, when the subscriber attempts to access an application other than those in the Social Media Package, they are redirected to a landing page offering them an upgrade to a full data plan.

The Social Networking Package is an offer that operators can provide at low cost to encourage new subscriber enrollment and upgraded data use. Subscribers who are heavy users of social media will be attracted to value of these packages whether or not they choose to upgrade to higher volume data plans.

What Are the Benefits of the Social Networking Package?

· Generate new subscribers among the most price-sensitive consumers

· Increase revenue from upselling higher-priced data plans

What Do I Need?

The Social Networking Package requires 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; offer seamless services across mobile cellular and Wi-Fi networks; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.

Cisco solutions to enable you to deliver the Social Networking Package 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. For example, additional social network application providers can join in the Social Networking Package offer by leveraging the operator's network abstraction APIs.
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 marketing to help determine impact of Social Media Packages, and to create new tariff plans for new revenues and customer retention.

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:

· Evolve your network into a platform for 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.