

Use Case: Shared Data Plan



INCREASE ARPU, UP-SELL NEW SERVICES, AND ENHANCE CUSTOMER LOYALTY



What Is the Value of the Shared Data Plan?

Mobile operators can offer special data plans based on a usage quota that can be shared among members of a family, employees in a small business, or other groups of users. These shared plans allow family or group participants to pool use of data services on a monthly basis. From the operator's portal, account owners can manage usage of the monthly quota and block certain services, features, and permissions for members of the group as desired.

This type of plan can be much more attractive than per-subscriber data plans that slow smartphone upgrades in some cases, impacting subscriber revenue. Shared Data Plans allow operators to be more competitive in price-sensitive markets, increase average revenue per user (ARPU) through higher-priced plans, drive smartphone upgrades, and provide upsell opportunities for additional services.

What Problems Does It Help Solve?

These plans enhance customer loyalty by delivering a set quota of services for a fixed price. They also provide parents or group administrators with a level of control for the services. They can monitor usage, allocate different quotas or privileges to individual users, or block services (for example, a parent may choose to block mobile gaming services for a child who isn't doing well in school).

What Are the Benefits of the Shared Data Plan?

- Increases the length of subscriber relationships and reduces churn
- Drives smartphone upgrades to families and small organizations that may be resistant to "per subscriber" data plan pricing
- Provides up-sell opportunities for additional family-targeted services (such as parental controls), and business services (such as mobile VPN)
- Increases customer loyalty with flexible account owner-controlled data plans that permit easy and dynamic changes in user permissions and usage quotas across users

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>.



What Do I Need?

The Shared Data Plan 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; enable multiple Wi-Fi features; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.

Cisco solutions to enable you to deliver Shared Data Plans 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 ASR 5000 Series Small Cell Gateway	Provides intelligent Wi-Fi access for subscribers, including support for: <ul style="list-style-type: none"> • 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 Shared Data Plans, operators can offer ubiquitous service across 3G, LTE, and Wi-Fi access networks, and can even include Wi-Fi usage in the shared data quotas and/or establish separate shared data quotas for Wi-Fi usage.
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 additional revenues, an operator could extend the Shared Data Plan service by providing an application partner with API access so its services can be bundled in the shared data plan as part of a joint promotional offer.
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 Shared Data Plans, and to create new tariff plans for new revenues and customer retention.
Cisco Small Cell Solutions	Designed to address the challenge of mobile service coverage and to expand network capacity. Small cells can extend voice and data services to mobile subscribers while offloading traffic from the macro network. Additionally, Cisco Small Cell capabilities are uniquely used to deploy consumer services that are based on indoor location and presence.