

Use Case: Day Pass Data Plan



GAIN NEW REVENUE AND DIFFERENTIATE SERVICE OFFERINGS IN PRICE-SENSITIVE MARKETS



What Is the Value of the Day Pass Data Plan?

Mobile operators can generate new revenues and further differentiate their services by offering subscribers who are price-sensitive and only use mobile data services occasionally the option of buying mobile data access for their laptops, tablets, or smartphones on an as-needed basis without signing up for a long-term contract. Time-based data plans let subscribers access mobile data services for a specific period (e.g., by the hour, day, or session). Operators can up-sell these time-based data plans based on special promotions related to special events much like pay-per-view TV shows or Webcasts. The service can also be tailored for use on a smartphone, tablet, or PC and can either be based on a continuous period of time or a defined usage quota.

What Problems Does It Help Solve?

A segment of mobile customers want to be able to purchase occasional mobile broadband services for their devices and do not want to sign up for a long-term data plan. The Day Pass Data Plan offers these price-sensitive, casual subscribers a temporary, time-based or quota-based solution.

What Do I Need?

Data plans based on a time period or defined usage quota 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 enable operational efficiencies between access, RAN, aggregation, and core layers of the network.

What Are the Benefits of the Day Pass?

- Increase average revenue per user (ARPU) with more a granular market segmentation to reach subscribers who prefer to only occasionally access mobile data
- Attract a wider range of subscribers with the best plans for the subscribers' desired usage
- Provide up-sell opportunities to market postpaid data plans with specific promotions targeting casual 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 real-time network and application intelligence to offer innovative, revenue-generating 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 Day Pass Data Plan 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, an operator can work with a content partner to offer a Day Pass Data Plan for content services by providing that partner with API access to its Cisco Quantum Service Bus.
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 Day Pass mobile 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: <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 <p>For Day Pass Data Plans, operators can offer ubiquitous and seamless service across 3G, LTE, and Wi-Fi access networks.</p>