

Use Case: Dual Persona Mobile Plans



GENERATE NEW REVENUE AND SELL MORE CORPORATE SMARTPHONE PLANS



What Is the Value of Dual Persona Mobile Plans?

Operators can offer companies Dual Persona Mobile Plans that separate billing, data quotas, bandwidth allowances, application usage, and other plan elements into corporate and personal categories. The operator can add new revenue from employees' personal use while the customer company is able to better manage mobile data spending, giving employees the option of using and paying for additional mobile data services that are not business related.

What Problems Does It Help Solve?

To better control costs, companies that provide mobile devices to employees want to avoid incurring the costs of employee access to applications and Web sites that are non-business related. With Dual Persona Mobile Plans, operators can separate usage and billing for work applications (e.g., email, collaboration applications, instant messaging, enterprise software) and "play" applications (e.g., gaming, social networking, etc.). These plans can utilize intelligence in the IP network based on Deep Packet Inspection (DPI) to distinguish between business and personal applications and Web sites, and separate usage and quota categories automatically. Separate data streams can be treated differently according to enterprise policy. For example, outside of corporate direct-paid data services, the operator can separately bill the user for use of pre-defined personal services and applications. The operator can also enforce any company usage policies (e.g., block certain non-work services such as YouTube or ESPN during working hours).

Companies gain the ability to effectively manage mobile costs and extend their corporate policies to the mobile workforce. At the same time, they allow employee-paid personal use, which adds a new revenue stream for the operator.

What Do I Need?

Dual Persona Mobile Plans 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; 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.

What Are the Benefits of Dual Persona Mobile Plans?

- Make BYOD work for both the employer and the employee
- Generate new revenue from the personal mobile usage of employees
- Sell more corporate smartphone plans to companies that no longer need to worry about uncontrolled mobile data spending

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



Cisco solutions to enable you to deliver Dual Persona Mobile 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 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. Dual Persona Plans are enhanced by intelligence in the packet core along with the Policy and Charging Rules Function (PCRF) which will treat separate data streams differently according to the enterprise's policies.
Cisco AnyConnect Secure Mobility Solution	Cisco AnyConnect Secure Mobility solution, powered by the industry's leading firewall, the Cisco ASA 5500 Series Adaptive Security Appliance, offers a comprehensive suite of VPN access features along with powerful security features. It allows administrators to provision remote access through appropriate security policies for a variety of endpoints – from Mac or Windows environments to the latest iPad, iPhone, and Android devices – using multiple access methods, such as the user-acclaimed Cisco AnyConnect® Secure Mobility Client or the Cisco clientless portal for any Web browser.
Cisco Identity Services Engine	The Cisco Identity Services Engine (ISE) is an all-in-one enterprise policy control product that enables comprehensive secure wired, wireless, and VPN access, leading to more productive workers and lower operations costs. When operating in a network, ISE provides an array of features, including rigorous identity and policy enforcement, security compliance, automated onboarding, automated device security, anywhere access, operational efficiency, embedded profiling enforcement, next-generation Cisco TrustSec® policy networking, an ecosystem of solution partners, and more.
Cisco Mobile Device Management	Cisco Mobile Device Management (MDM) provides inventory, policy, security, and software management for mobile devices. Extensions to the AnyConnect Secure Mobility Client for Android and Apple iOS devices allow the client to integrate with the MDM solution for Cisco's Identity Services Engine (ISE). Integration between Cisco ISE and Mobile Device Management (MDM) platforms provides necessary insight into the posture of mobile devices so that companies can enforce appropriate network access policies as required by their IT organizations. AnyConnect provides a cohesive user experience that provides both VPN and MDM capabilities. It provides device information, such as device security settings and software versions, to the MDM server that can be used as input for network access policy decisions. The client also facilitates the onboarding of mobile devices, provisioning enterprise network Wi-Fi settings, and presenting the user with an enterprise App store.
Cisco Jabber™ Client	The Cisco Jabber™ platform is a unified communications application for PCs, Macs, tablets, and smartphones. The application provides a simple way for users to find the right people, see if they are available, and collaborate using their preferred method or device. Whether users are in the office on a Wi-Fi network or roaming using a public Wi-Fi network or a mobile data network, the Cisco Jabber platform connects them securely to their corporate network so their device becomes a full-featured Cisco Unified IP Phone and company directory. Cisco Jabber also lets users access presence, instant messaging (IM), video, voice messaging, desktop sharing, and conferencing over the corporate Wi-Fi network or over any Wi-Fi hotspot using a VPN.

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>.