

Use Case: Turbo Boost



INCREASE REVENUE AND ENHANCE CUSTOMER SATISFACTION AND LOYALTY



What Is the Value of Turbo Boost Services?

Operators can gain additional revenue by offering subscribers the opportunity to purchase on-demand upgrades to quality of service (QoS) when accessing specific high-bandwidth applications such as gaming, video, and enterprise services. These bandwidth boosts to traffic last a set period of time and give subscribers a much more enjoyable experience in environments where normal mobile access may be sub optimal.

What Problems Does It Help Solve?

Until recently, mobile users watching HD video, playing massively multiplayer games, or accessing large enterprise applications have been at the mercy of network conditions. With the Turbo Boost/Bandwidth on Demand they now have an alternative: turbo boost the bandwidth and performance of high-bandwidth applications for a specific time period.

The operator can offer the service in real-time via a pop-up on the subscriber's mobile device. For example, an operator might detect that a subscriber to the lowest-tier pricing plan is playing an online gaming application. During the session, the operator offers the user the ability to increase available bandwidth for the remainder of the session. The subscriber, who really wants to win the game, accepts the additional charge for the Turbo Boost/Bandwidth on Demand.

Operators can also forge partnerships with over-the-top (OTT) application or content providers to offer the Turbo Boost/Bandwidth on Demand option for their services as well, sharing the revenue while providing a higher-quality experience to subscribers.

What Are the Benefits of the Turbo Boost/Bandwidth on Demand?

- Increase profitable data revenues by providing user personalization and seamless, highly secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Increase customer satisfaction by providing the option to upgrade QoS for a specific period of time on demand
- Creates higher uptake rate for service upgrades when offered dynamically "in service"
- Enables partnerships with OTT application and content providers, further increasing revenue opportunities

What Do I Need?

The Turbo Boost/Bandwidth on Demand feature 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; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.



Cisco solutions to enable you to deliver the Turbo Boost/Bandwidth on Demand 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. With its elastic architecture, the Cisco ASR 5000 Series' software-based mobile functions can use 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, a content provider can offer its subscribers a premium high Quality of Service (QoS) service by taking advantage on the API access to the Operator's deployed Cisco Quantum Services 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 marketing to help determine impact of Turbo Boost plans, and to create new tariff plans for new revenues and customer retention.
Cisco Unified RAN Backhaul	Reduces cost and increases capacity of Radio Access Network (RAN) backhaul from any multivendor radio, across any transport media. Includes unified operations, management, and migration technologies designed to reduce the complexity of operating, deploying, and scaling backhaul of multivendor, multigenerational RANs. Includes the Cisco ASR 901 Series Aggregation Services Routers – environmentally hardened, high-speed, low-power-consumption routers optimized for any-G cell-site Radio Access Network (RAN) backhaul and Ethernet access. And the small-form-factor Cisco ASR 901S is designed specifically to enable the wide scale deployment of small cells by extending routing intelligence to the pole.

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:

- Help increase profitable data revenues by providing user personalization and seamless, highly secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for direct and third-party partner monetization

- Allow 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>.