



Making the Connection to Every Mobile Subscriber

Japan's K-Opticom administers a wide array of user services while precisely maintaining customer policies and easily managing data.

“Cisco Policy Suite is providing the environment in which we can serve the customer the very best way.”

- Yoshihiro Matsumoto, General Manager, Technology Planning and Development Group, K-Opticom

K-Opticom Corporation, a provider of Internet services in western Japan, made the decision in 2013 to enter the mobile virtual network operator (MVNO) market and offer mobile services. Japan is projected to be one of the fastest growing MVNO markets in the world over the next five years (source: [MVNO Outlook: 2014-19](#), Ovum, October 22, 2014).

Challenges

- Be attentive to each user's needs, providing and managing customized plans
- Offer additional services, such as data sharing with family and rollover of unused data
- Achieve massive performance and scale with flexibility and intelligence

K-Opticom's mobile service is called mineo, a hybrid name that combines the words "mine" and "neo" (meaning "new"). To attract new customers, K-Opticom decided to run its mobile offering on the network of Japan's leading telecom KDDI, which provides the largest LTE service coverage in Japan.

"We are the first MVNO in Japan with KDDI," says Kazuyoshi Tsuda, General Manager of K-Opticom's Mobile Business Strategy Group. "There were already many providers on the NTT DOCOMO network, so we wanted to do something different from our competitors."

Large mobile network operators such as KDDI and NTT DOCOMO typically offer monthly data plans of 8 GB for approximately YEN¥7000 (approximately US\$60) per month. That may be more data than most people can consume and more than they want to pay. K-Opticom decided to differentiate its mineo service by offering 1 GB, 2 GB, and 4 GB plans at monthly rates of ¥850 (approximately US\$7), ¥980 (approximately US\$8), and ¥1580 (approximately US\$13) respectively, a considerable savings. And the new mineo Prepaid Pack provides 1GB of 4G LTE data at only ¥3200 (approximately US\$30), valid for 2 months maximum.

Case Study | K-Opticom Corporation

Size: 1,254 employees
(As of April 1, 2014)

Location: Osaka, Japan

Industry: Telecommunications





“Our research told us 60 to 70 percent of all mobile subscribers in Japan are not using their full data package,” says Tsuda. “Our service is very suitable for those people.”

Mineo targets consumers who use mobile data judiciously. For instance, a typical mineo customer might rely on Wi-Fi networks while at home or at work, and use mobile data only when commuting on the train or when out with friends.

One challenge for K-Opticom as it set up mineo was to ensure the precise management of its many plans and services. K-Opticom must maintain the correct policies for each mineo user and provide the exact amount of data the user is paying for. When customers approach their plan limits, mineo must send a message to let them know. Another challenge was to build a system with flexibility so that mineo can offer services such as data sharing with family members and month-to-month rollover of unused data, as well as new service offerings in the future.

Cisco Policy Suite for Service Providers Optimizes Subscriber Satisfaction and Maximizes Future Opportunities.

Solutions

- Built an infrastructure to scale to as many as 1 million mobile subscribers
- Enabled accurate management of usage policies for an array of plans and services

Cisco Policy Suite Handles All the Options.

With Cisco Policy Suite for Mobile, K-Opticom can deliver an enjoyable experience to mineo subscribers and optimize its network resources by setting policies to suit a variety of users and provisioning just the amount of data they want to pay for. With Cisco Policy Suite, K-Opticom can easily manage every mineo customer’s plan, identify when customers approach their data limit, and send an automated reminder before customers exceed their limits.

Cisco Policy Suite also enables K-Opticom to offer a broad range of useful services to mineo customers. For instance, customers can roll over unused data into the next month, and share with family members. With Policy Suite, K-Opticom can temporarily limit use of subscribers who exceed their quotas. It can also create and bring to market additional services in the future.

Flexibility Enables Better Services.

“The flexibility of the Cisco Policy data management solution allows us to scale and extend new service offerings,” says Yoshihiro Matsumoto, General Manager of K-Opticom’s Technology Planning and Development Group. “That was a big reason why we chose Cisco Policy Suite. We are aiming to get 1 million users on mineo and we want to be attentive to each user’s needs. Cisco Policy is providing the environment in which we can serve the customer the very best way.”





Network Resources Are Available on Demand.

At K-Opticom, Policy Suite works with the Cisco® ASR 5000 Series packet core connectivity solution. The Cisco ASR 5000 Series platform combines massive performance and scale with flexibility, virtualization, and intelligence, so network resources are available when needed. Cisco Policy Suite and ASR 5000 Series are seamlessly integrated with a turnkey solution running on an existing server cluster at K-Opticom.

Cisco Partner Eases Implementation.

K-Opticom engaged Fujitsu as the implementation partner for its mineo project. “They were an important part of the process,” says Matsumoto. “We repeatedly tested the Cisco system before actually going live at Fujitsu Lab.” The Cisco Advanced Services team, working alongside the Fujitsu team, also trained K-Opticom personnel about the implementation and integration of Policy Suite, and the team is on call to address any issues that may come up as the system evolves.

“Cisco is a great vendor to work with,” Matsumoto says. “We went to Cisco’s Denver facility to see a demo of the solution, and we were very impressed. That visit was very important in our selection.”

Results

- Reduced data service offering to as low as one-fourth the price of larger competitors
- Enabled flexibility to easily offer new services and the ability to share and extend data quotas

Connection to the Future

Due to the deregulation of the Japanese mobile market, MVNOs can offer more user services. K-Opticom is considering services with new data capacities. These services and others are made possible by the flexibility and scalability of Cisco Policy Suite.

More Information

To find out more about Cisco Policy Suite for Service Provider, visit www.cisco.com/go/mobilepolicy.

Products and Services

- Cisco Policy Suite for Service Provider
- Cisco ASR 5000 Series Mobile Multimedia Core Platform
- Cisco Advanced Services



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