

The Infozech Bulletin

A monthly Newsletter brought to you by Infozech

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editor's note

Friends,

This month, we bring you detailed information on the performance of one of our key products, i-Rater on the state-of-the-art Sun Solaris 10 platform. i-Rater made news recently, when it performed almost 50 times better than competing products on Solaris 10 and joined the ranks of the world's fastest rating engines! We talk about the benefits of the Sun OS and how our solution is optimized for this environment.

The Bulletin focuses on proliferating broadband services and how the issue of monetization is becoming key for telcos bringing some of these NextGen offerings to users in the consumer, SOHO and enterprise segments.

We look at how telcos can maximize revenues from the new services they are offering. How they can combat competition and differentiate themselves in a "me-too" scenario. But most importantly, how they can monetize these services.

We'd like to thank you for your feedback to the January 2005 *Infozech Bulletin* and look forward to your suggestions on how we further improve its content and design.

Gurusewak Singh
bulletin@infozech.com

news

Sun's Solaris 10 "hot" for scalable rating and transaction processing solutions, says Infozech

i-Rater's scorching benchmark figures on Solaris 10 highlight the platform's reliability and scalability!

The recent launch of the Sun Solaris 10 platform in New Delhi generated some "sizzle" and "warmed" the hearts of customers across India. Adding to the sunny news from the server giant, was a presentation by Mr. Ankur Lal, CEO, Infozech, that spotlighted the OS' capability to deploy scalable rating and transaction processing solutions.

Endorsing Solaris 10, Mr. Lal said it spelt reliability and scalability and greatly improved RoI for the customer. And Infozech ought to know! The company's well known rating engine, i-Rater recently achieved breakthrough performance on the Sun Solaris 10/Sun Studio 9 platform.

Migrating to Sunny climes!

Infozech, which initially offered only Windows-based solutions, migrated to the Sun environment on account of the fact that Tier 1 telecom customers, who it was actively addressing, had significant investments in Sun.

The company was also looking for a platform that could process over 250 million transactions cost effectively! Sun's ability to scale linearly to 280 million/hour by adding processors and its ability to distribute processing by adding seven single processor machines with the same results spread geographically, were the great strengths offered by Solaris 10, Mr. Lal said.

The company's impeccable reputation in the areas of marketing and support added to the attractions of taking the Sun route. Infozech entered into a Technology Partnership with Sun and worked on optimizing its solutions for the Solaris 10 OS.



Fiery benchmark

The company also participated in a benchmark to demonstrate the scalability, high performance and economies of scale offered by its rating engine, i-Rater on the Sun platform.

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What's hot from Sun?

- ☺ supports multiple virtual machine creation on same hardware
- ☺ supports utility-based computing
- ☺ maximizes revenue in the ASP environment
- ☺ Solaris 10 supports Linux interoperability
- ☺ enables customers to choose their platform
- ☺ supports multiple platforms
- ☺ supports RISC and AMD
- ☺ scales with user needs

Monetizing Nextgen Services OVER BROADBAND

By Ankur Lal

Imagine this. You are a telco offering gaming services and have a significant user base. You meet a new content provider who agrees to give you unlimited rights for his next game, which has become a major hit. You want to get it up and running by the approaching weekend. Do you have a solution that can help you manage and monetize this new service? Or will you simply pass up the opportunity?

Welcome to the dynamic world of broadband, where a new service gets born a minute! With broadband access proliferating across the world, telcos providing these services are getting increasingly pressurized to rapidly introduce NextGen offerings that capture the imagination of the user, enhance customer delight and open up fresh revenue streams.

The key challenge before these telcos lies in how they can successfully maximize revenues from the new services they are offering. How they can combat competition and differentiate in an increasingly “me-too” market. How they can charge for these NextGen services and integrate the billing for these services with existing solutions, well before contemporaries catch up.

Voice: ruling the roost

If we review the current broadband services landscape—touching areas such as entertainment, business, e-govern-

ance, e-medicine, e-education or consumer applications—we will find it continues to be dominated by voice services. Voice is also the core service in applications such as video telephony, video-on-demand, live streaming services, movies, multimedia, Web video and games.

For telcos offering some of these newly available converged services to the consumer, SOHO or business segments, issues of bundling and monetization are assuming utmost importance.

While targeting consumer, telcos need to remain cost sensitive and focused on “keeping it simple.” What this means is that they have to go for simple pricing schemes and ease-of-installation and use. Real-time usage monitoring and unified billing are some of the features they require from the product management software they deploy.

Telcos targeted at the SOHO segment need to opt for a monetization solution that is cost sensitive and offers customer the ability to roam, enhanced features and the flexibility to add or remove services.

When targeting large enterprise customers, telcos have to look at offering telephony infrastructure, high quality services, integration with business applications and remote and home working solutions.

The Infozech portfolio for NextGen service providers

- the I-Rater rating engine that can dramatically reduce the time required to set up a rate plan, rating CDRs or set up a real-time credit control system. i-Rater can rate an event on duration, transaction, time of day, QoS, size of packet or a similar parameter. It can accept up to 24 different parameters.
- the Precall product, which enables service providers setting up a VoIP network to begin operations within a matter of hours. The product allows services providers to configure PINs, personal branding, fees and surcharges, online prepaid with real-time call tear down capabilities.

Applications in Broadband

Entertainment	Business Application	E-Governance	E-Education
Video telephone Video-on-demand Streaming media service Live streaming - Movies Multimedia messaging Picture talk Web video catalog Cable Internet service Text messaging Games	Mobile real-time Videoconferencing Video content management Video e-mail Virtual boardroom Digital content delivery Point to multipoint distribution of IP data Virtual key system Web messaging into phone system Video auction Website marketing CRM	Vide conferencing Video transmission Video e-mail Point to multipoint distribution of IP data Virtual key system E-MEDICINE Mobile surgical services Sleep monitors	Training videos Distance learning E-learning CONSUMER/HOME APPLICATION Fridge cams Home security Video transmission

Monetizing Nextgen Services OVER BROADBAND

NextGen services: in search of monetization solutions

In today's environment, most of the NextGen services being monetized by operators/service providers, focus on unlimited bundling for voice and a per minute fee, once the usage exceeds the bundle. Product bundling, meanwhile is the grouping of multiple services, which can be either offered free or in conjunction with certain features.

Leading global telcos, including reputed VoIP services providers such as Voiceglo are attempting to differentiate their offerings by creating bundles for different types of users—Business, SOHO and home.

In the case of companies such as Webex, that provide a range of broadband services which have moved beyond voice, to applications such as Web conferencing, the bundle extends beyond plain minutes to the number of participants and total minutes for all participants, combined.

In the area of online gaming, for instance, broadband service providers are attempting to figure out how to transition pricing from a flat subscriber basis to a per participation basis (or per stroke basis). NC Soft, the company that has launched the popular game, City of Heroes, is even con-

sidering linking the issue of monetization to the result of the game!

Broadly speaking, most services providers are monetizing services in three ways: on a per transaction basis, on the basis of a limited bundle or an unlimited one.

Typically services such as voice mail, caller ID and three-way conferencing are included for free as unlimited bundles. Access comes in a limited bundle. Enhanced services such as conferencing, online gaming, among others, attract a premium and can be charged on a per transaction basis.

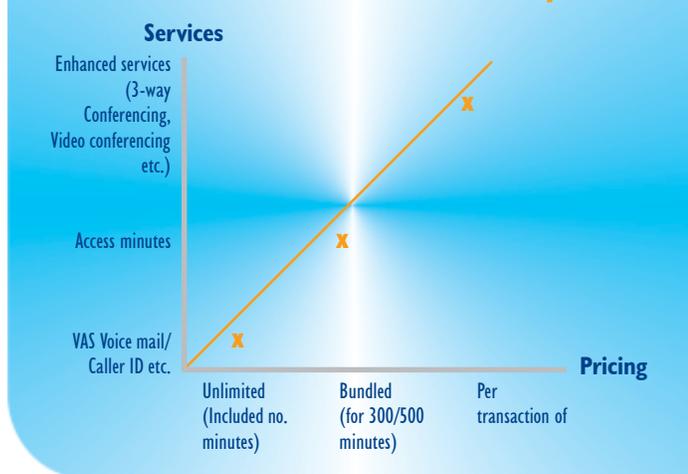
Besides a fixed monthly subscription, NextGen service providers are offering consumers a "prepaid wallet," a replenishable debit card paid for in advance, to charge for additional offerings such as international long distance calling, ring tones, skins, etc. For services such as web conferencing more often used by business, usage fees appear as post-paid charges on the bill since its simpler to deal with.

At the end of the day, what telcos need are tools that manage the revenues for their NextGen services, increase RoI and help them bring new offerings to market rapidly.

Monetizing Converged Services - Creating a Bundle

Feature	Selection	Bundled Package
Ring Tone Bundle		Ring Tone Bundle
Distinctive ringing	<input checked="" type="checkbox"/> → Select all	Distinctive ringing
Ring multiple lines	→	Ring multiple lines
All at once	→	All at once
Random	<input checked="" type="checkbox"/> →	Random
Sequential	→	Sequential
Ring non-service line	→ Delete all	Ring non-service line
Voice Mail Bundle		Voice Mail Bundle
Check via phone	<input checked="" type="checkbox"/> → Select all	Check via phone
Check via Web	<input checked="" type="checkbox"/> →	Check via Web
Notify different addresses	→	Notify different addresses
Email w/ attachment	→	Email w/ attachment
Email w/o attachment	→	Email w/o attachment
Stutter tone indicator	→ Delete all	Stutter tone indicator
Visual message indicator	<input checked="" type="checkbox"/> →	Visual message indicator

Revenue Stream and Product Life Cycle



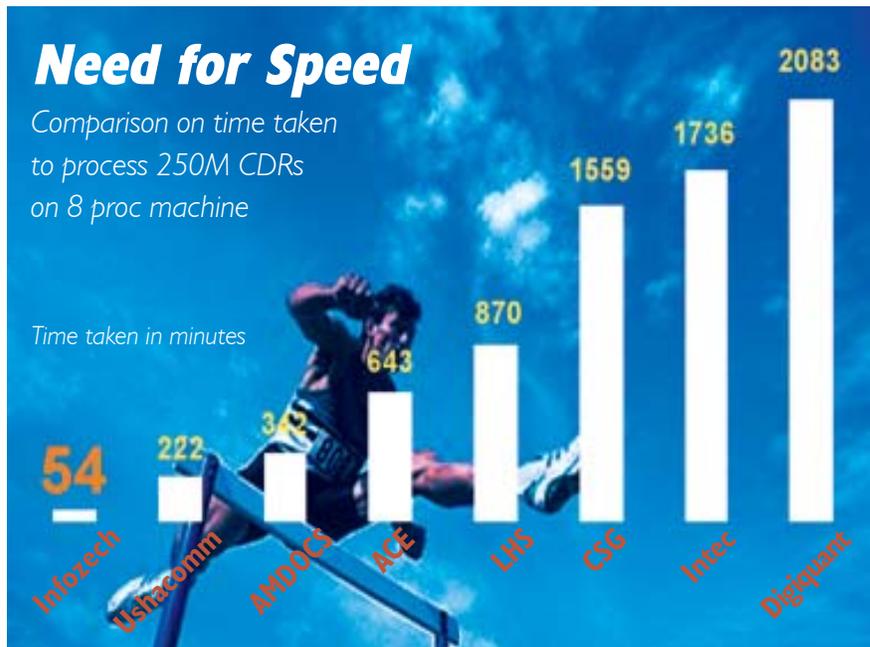
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The exercise not only showcased i-Rater's ability to handle over 250 million transactions per hour on a medium range Sun Fire Server, it also threw light on the robustness of Solaris 10!

Commenting on the benchmark results, Mr. Lal said: "Most service providers produce less than one billion ratable events per day. i-Rater rated this in a four-hour period, on an 8-processor machine, thereby significantly reducing the hardware and software investment for a large service provider."

Talking about the win-win Sun-Infoztech partnership, he added that it spelt great news for incumbent global telcos and emerging Next Gen telecom service providers seeking high performance solutions at affordable costs. "i-Rater, which exponentially reduces the cost of computing, can empower telcos with complete Tier 1 capability at competitive prices," Mr. Lal informed.

For more information, go to <http://www.sun.com/smi/Press/sunflash/2005-03/sunflash.20050314.1.html>



FEEDBACK

Here are some of the inputs we received on the January 2005 issue of the Infoztech Bulletin. We look forward to your suggestions regarding the Bulletin and encourage you to participate in the endeavor through technical articles and opinion pieces. Please send your inputs to bulletin@infoztech.com

Thanks for the Bulletin!
Aparna Ramalingam
 Senior Correspondent, Financial Express
[<aparnaramalingam@expressindia.com>](mailto:aparnaramalingam@expressindia.com)

Excellent initiative! Keep the bulletins coming...
Pratik <potap@airtelindia.com>

Thank you very much for the Bulletin. I look forward to receiving its future editions!
Marshall <mferrin@gmu.edu>

Nice to see the bulletin, it looks good. However, please check the catch-line of the Bulletin. There is a spelling error. The word should be brought, instead of bought! These things hit the eye first!
Pragya Singh
[<pragyaravichauhan@yahoo.com>](mailto:pragyaravichauhan@yahoo.com)

Certainly informative and very well presented newsletter. Keep it up!
Punit Ahuja <pkahuja@yahoo.com>

Great Initiative! All the best!
Sonia Narula
 Deputy Vice President,
 Corporate Communciations
 Aptech Ltd. <sonian@aptech.ac.in>

Thanks for sending me the bulletin. I thought it was well designed. The first two pages were a bit generic in terms of the information provided. It would make the bulletin sharper if the link between the value-add of Infoztech and the current market requirement is established.
Sushant Gupta
[<sushant@sgventures.com>](mailto:sushant@sgventures.com)

Thanks for sharing the Infoztech Bulletin.
Nishit Sahay
 Advisor, South Asia Projects,
 Mason Enterprise Center,
 Fairfax, Virginia
www.masonenterprisecenter.org

The Infoztech Bulletin looks good. You need to HTMLise it and a link from your Web site where users can subscribe and access it.
Avinash Raghava
 Webmaster for www.nasscom.org

Thanks for the newsletter. I am circulating it for internal reading.
Alok Kumar
 Vice President, CRM, Bharati Telecom

Thank you for sending me the Infoztech Bulletin. I'd like to wish you team all the best for its release.
Binay Rath <binay.rath@oracle.com>

Congratulations on the Infoztech Bulletin. I am sure it is very good work.
Tabrez Ahmed <tabrez@ficci.com>