Monetization for Digital Service Providers
Changing subscriber expectations and market conditions have prompted many operators to re-invent themselves as digital service providers. This departure affects all areas of the service provider organization, including the teams relying on revenue management systems. Often these teams are held back by outdated, inflexible tools that defy transformation.

Some of the world’s largest and most innovative service providers rely on Nokia’s monetization solution. Its truly cloud-native architecture allows service providers to overcome the limitations of their antiquated revenue management software. Equally compelling, the Monetization solution can be rolled out rapidly. And, with our professional and advanced care services, digital service providers can keep pace with consumer demand.
Customer expectations have changed dramatically. They are looking for a new breed of digital services. And they want to be engaged through the channel of their choice at the right moment.

Can you quickly and effectively collaborate with digital partners to bundle more compelling offers? Are you able to create innovative business models to tap new revenue sources?

Can you monetize IoT? Are you ready to support the introduction of 5G? Can you meet the needs of your large enterprise customers?

Are you constrained by the lack of real-time insight into your customers and your business? Is your BSS outdated? Have you experienced failed or delayed BSS transformation projects? Are you able to introduce upgrades quickly to take advantage of the latest features?

Let us help you with the Nokia Monetization solution.
Capitalize on digital moments with effective omni-channel engagement

Did you know only 36 percent of subscribers regularly use service provider apps? So why not let your customers choose their favorite engagement channels. With the Nokia Monetization solution, intelligent bots and natural language interfaces allow customers to upgrade their service package—on the go. Leverage popular OTT apps as a channel, so customers can top up their pre-paid allowance without ever switching to another app or webpage.

Engaging customers at the right time is critical. A staggering 37 percent of subscribers are interested in getting offers, but don’t get any from their service provider. Digital service providers must act in real-time so they can make meaningful offers at the right moment. In fact, service providers who use our Monetization solution have been able to increase ARPU by as much as 8 percent with contextual offers.

A further 33 percent of subscribers are not interested in mass promotions, but are open to receiving relevant offers. The artificial intelligence (AI)-based insights from Nokia Data Refinery and Nokia Cognitive Analytics for Customer Insight, allow digital service providers to better personalize offers, as well as segment and target subscribers more effectively. That’s why Monetization solution users have improved campaign conversion rates by 400 percent or more.
Tap new revenue sources with digital partners and new business models

Act on insights by offering products and content from digital partners and drive greater network usage. Benefit from commercial agreements to promote partner products and subscriptions. Leverage the Nokia Smart Plan Suite and its digital partner gateway to minimize the complexity and effort required to build better linkages to partner systems.

Provide an attractive new distribution channel to digital product and content provider partners so they can access untapped markets. Enable your subscribers to buy or subscribe to relevant offers instantly, while using their service provider balance to pay for them.

Use your unique insights to monetize data. Nokia Cognitive Analytics for Crowd Insight provides data on where people come from, how long they stay, and where they are likely to go next. Together with additional socioeconomic attributes, this dynamic, real-world data presents a great opportunity for real estate, retail, transportation, finance, marketing, as well as travel and tourism businesses to connect with audiences as never before.
The shape of things to come

For policy and charging functions, 5G brings new protocol and interface requirements. Currently deployed systems won’t be able to support ultra-low latency connectivity and new concepts such as network slicing. That’s why the cloud-native architecture of the Smart Plan Suite delivers the flexibility and performance required by 5G.

IoT presents a significant opportunity, but monetization remains a challenge. A diverse set of devices, connectivity options, IoT platforms, applications, and stakeholder ecosystems present a new level of monetization complexity. Pre-integrated with the Nokia IMPACT IoT platform, our monetization solution helps digital service providers become part of the IoT value chain.

Large enterprise services can be highly profitable. The Smart Plan Suite provides scalable and flexible charging support for large and complex group hierarchies, including enterprise organizations. What’s more, advanced adaptive slicing algorithms enable the required efficiency and accuracy.

Monetization for Digital Service Providers
Benefit from a truly cloud-native architecture

Many monetization applications claim to be cloud-native today. However, the deployment of an existing application inside a virtual machine (VM) in the cloud does not make it cloud-native. Throughout architecture, design, and implementation of the Smart Plan Suite, cloud-native principles were consistently applied. Embracing a micro-services architecture, the Smart Plan Suite offers five 9s reliability—even when it’s running on hardware built for only three 9s reliability.

Using a continuous delivery model supported by test automation, service providers can quickly introduce new software releases to keep up with feature demands. On top of that, service providers can benefit from a DevOps methodology that extends the automation of R&D to customer deployments, using the same tool sets. Private, public, or Nokia cloud options also provide flexible deployment options in response to service provider needs.

Leverage our Agile Rules Technology (A.R.T.), which is at the heart of the Smart Plan Suite. Backed by more than 150 patents, A.R.T. ensures that performance is not degraded in more complex use cases. When compared to traditional industry approaches, Nokia Bell Labs estimates that the Smart Plan Suite reaps up to 40 percent performance savings for complex slicing tasks.
Nokia Monetization portfolio

More than 270 service providers around the world use the Nokia monetization portfolio to support almost two billion subscribers. Our award-winning products come pre-integrated with Nokia Networks solutions. Also, because they are vendor agnostic, they are widely used in multi-vendor deployments.

Nokia Smart Plan Suite
• Integrated, yet modular real-time rating, and charging, policy control and customer engagement platform
• Truly cloud-native platform designed for IoT and 5G
• Better contextual customer engagement and digital partner gateway

Nokia Cognitive Analytics for Customer Insight
• Increase Net Promoter Score (NPS) by becoming more customer-centric and improving efficiencies across teams
• Accurate real-time customer information for better marketing campaigns
• Detect experience issues pro-actively before they impact customers

Nokia Data Refinery
• Convergent mediation refines siloed data in real-time
• Economical and scalable—significantly reduces TCO by consolidating systems
• Real-time triggering for increased revenue and marketing ROI

Nokia Mobility Analytics
• Service providers can open up new revenue streams by turning data into new business opportunities
• City authorities benefit from better planning based on real movements to ensure improved services for citizens
• Businesses can target offers to customers more accurately, getting a better response
• Travelers and tourists can get the transport services most suited to their needs
Partners
To extend the capabilities of the Nokia Monetization portfolio, we are collaborating with leading BSS and CRM vendors, including Cerillion and Salesforce.

Nokia Professional Services
Our consulting, integration, testing and delivery teams, as well as our ongoing training and operational support, help digital service providers realize their full potential. Located in 80 countries with six global delivery centers, our team of more than 2,500 professionals has the breadth and depth to guide service providers through every step of the monetization journey.

Nokia Care Services
We offer a full range of support services, including advanced and proactive care services, to help reduce OpEx spending, minimize the risk of downtime, and ensure the sustainability of monetization software.

For more information, please visit networks.nokia.com/monetization.