Nokia monetization systems
Monetize the 5G economy
The 5G economy is one of incredibly high customer expectations, increasing innovation and competition from unexpected players and new business paradigms enabled by the performance and flexibility of 5G networks. This economy creates new opportunities for service providers to reclaim their right to play in the digital economy by moving up the value chain from enabler to shaper of new customer experiences.
Paradigm shifts in the 5G economy; CSPs must adapt to maximize ROI

The 5G economy is driven by titanic shifts in every facet of how digital services are delivered to market and consumed by customers. Only by adapting to these paradigm shifts can service providers maximize the return on their investment on 5G. Monetization systems are critical to ensuring they capture every revenue opportunity.

Customer transaction
Complex, opaque, pre/post paid

Commodity offerings
Voice, data, message

User experience
Simple, transparent, personal, any-pay

Disruptive offerings
Digital services, XaaS

Legacy technology
On-prem, monolith

Dynamic network
5G, network slicing

Open technology
Any cloud, microservices

Monetization systems must evolve to capture every revenue opportunity of the 5G economy
5G monetization limited by legacy systems

- 5G technology enhances network performance and dynamic NaaS, network slicing and automation
- CSPs must maximize ROI by enabling flexible new business models to capture every revenue opportunity
- Legacy BSS systems are not fit to capitalize on these opportunities due to their monolithic architectures and limited flexibility
Monetization systems must adapt to the 5G economy

Monetization is essential for CSP success. CSPs must ensure they adapt their legacy BSS systems to meet the needs and requirements of the 5G economy. 5G introduces a new network architecture and concepts that result in new imperatives for monetization systems including:

**New revenue**
Capture new revenue opportunities made possible by 5G capabilities

**Business agility**
Faster time to market of services and offers while ensuring fast, flexible and open operations

**Digital practices**
Meet CX demands of digital users for simple, transparent digital first commerce and care

**Operational efficiency**
Software architecture that reduces total cost of ownership at the massive scale of 5G
Monetize the 5G economy

The 5G economy is one driven by extremely high digital user expectation for simple, immediate, and flexible experiences. This creates new revenue opportunities for CSPs made possible by disruptive offerings and business models, unlocked by the dynamic 5G network capabilities and supported by open and modular technology.

Nokia Monetization Systems have been developed to meet these needs and enable CSPs to effectively monetize every revenue opportunity of the 5G economy.
Solution highlights

The 5G economy will be more dynamic than ever and will require flexibility and agility from monetization systems in order to monetize new services and service dimensions in an efficient manner.

**New revenue from 5G capabilities**
- Differentiated pricing (speed, latency, reliability) and new usage charges (NaaS)
- Network slice monetization by usage, quality or SLA parameters
- Flexible product offerings for IoT, Enterprise, B2B2X, open partner ecosystem

**Embrace digital practices**
- Simplicity, transparency of offers and digital commerce models
- Payment flexibility, quotation accuracy and transparency
- Real-time personalized interactions using AI and analytics

**Business agility and velocity**
- Empower the business to configure new offers, including partner offers
- Leverage AI and automated decision making to drive dynamic pricing
- Reduce vendor dependency with open APIs and SDKs

**Operational efficiency**
- Resource-efficient cloud-native, containerized microservices
- Modular, distributed architecture that reduces resource consumption
- Always-on and always innovating with in-service upgrades and CI/CD

This is all built on top of our Common Software Foundation, a framework for developing and releasing cloud-native applications utilizing open source, open APIs, AI and automation to deliver innovation quickly to our products and customers.
Nokia are best positioned to support you on this journey

As a leader in 5G monetization, our systems will enable you to maximize your ROI. There are a number of significant benefits that we bring over others in the market including:

- **Designed for 5G**
  Nokia leads 3GPP standards definition, and alignment in our products to effectively monetize 5G use cases

- **CNF framework**
  Independent services to enhance flexibility, scalability, performance and CI/CD

- **Innovation built in**
  Products developed with Nokia Bell Labs innovation for AI and ML use cases and dynamic pricing

- **Years of experience**
  Serving over 80 operators around the world supporting nearly 1 billion subscribers

- **Reduce vendor dependency**
  Reduce vendor dependence with open APIs, SDK for customizations and no-code charging configuration

- **Nokia 5G expertise**
  Built on out-of-box support for advanced concepts like end-to-end 5G slicing

At Nokia, we are at the forefront of building the innovative technology to support the digital transformation required by the 5G economy. Our offerings and integrated partner ecosystem allow you to chose the best solution for your organization.

**Don't delay in adapting to meet the needs of the 5G economy.**

*To learn more, please visit: nokia.com/networks/portfolio/monetization*
About Nokia

We create the technology to connect the world. Only Nokia offers a comprehensive portfolio of network equipment, software, services and licensing opportunities across the globe. With our commitment to innovation, driven by the award-winning Nokia Bell Labs, we are a leader in the development and deployment of 5G networks.

Our communications service provider customers support more than 6.4 billion subscriptions with our radio networks, and our enterprise customers have deployed over 1,300 industrial networks worldwide. Adhering to the highest ethical standards, we transform how people live, work and communicate. For our latest updates, please visit us online www.nokia.com and follow us on Twitter @nokia.

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