



# Prepaid Solution

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Prepaid telecommunication services offered by telecoms providers allow the customer to pay for services in advance.

Prepaid services have become a global business for fixed and mobile telecommunications that reach previously excluded sections of the market, such as business travellers, tourists, ethnic groups and students. Prepaid accounts are also attractive to companies that are keen to control the high spending of employees travelling abroad.

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For operators, prepaid services are an opportunity to win new streams of income in risk-free ways, building brand loyalty and extending reach through new channels. While voice services naturally remain at the heart of the prepaid proposition, via calling

cards and mobile or fixed lines, the prepaid model can also be applied to newer services such as text and multimedia messaging, Internet access and online commerce when subscribers are able to manage their accounts by interactive voice control or via the Internet. These multiple customer service channels reduce customer support costs for the service provider dramatically.

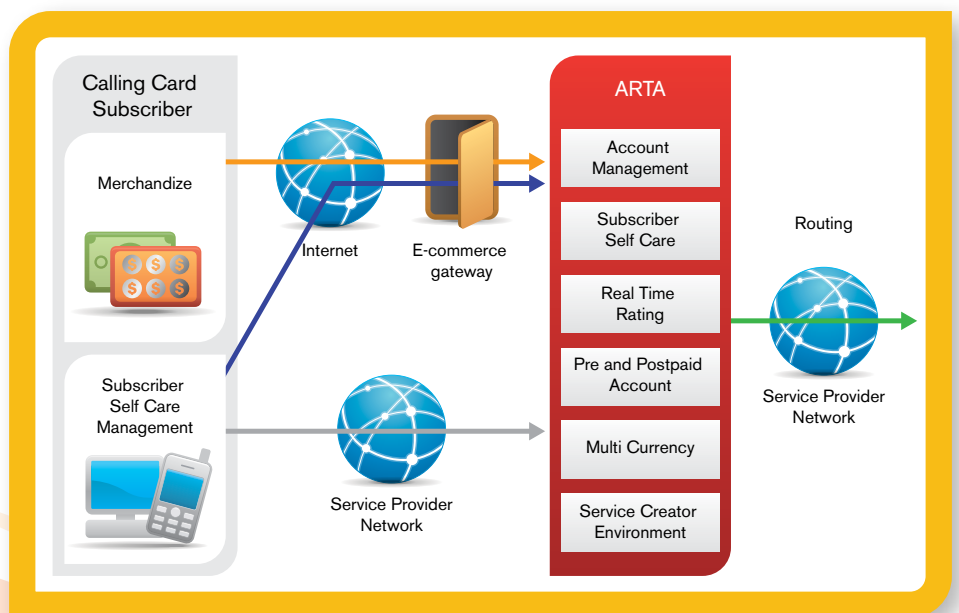
In the past, the investment required for launching prepaid services was significant. However, new technologies have reduced costs greatly and leading service platform developers such as Artilium can demonstrate significant return on investment with prepaid solutions.

## Authentication, Authorization and Accounting

In a prepaid scenario, authentication identifies a user, typically by having the user enter a valid number and, if needed, a valid PIN code before access is granted. A subscriber must obtain authorization

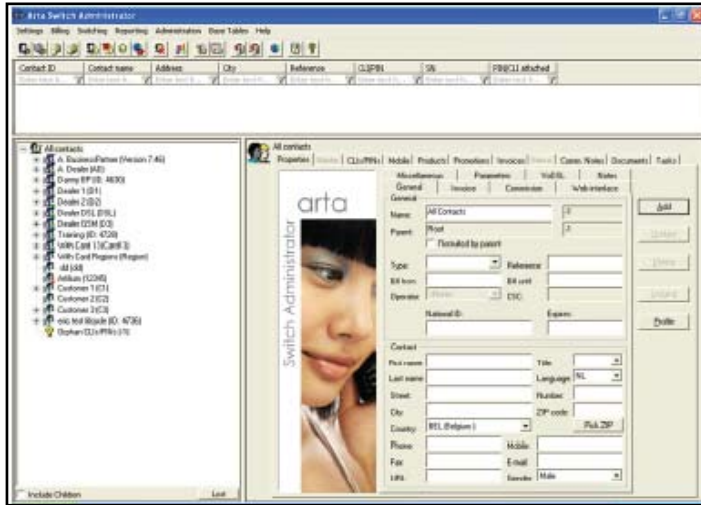
before making a call or using a service. A set of parameters is used by the rating engine to determine, in real time, which tariff to apply depending upon the service, destination, user profile, or type of subscription. This rating, combined with a credit check, authorizes and controls the connection accordingly.

The final plank in the AAA framework is accounting, which measures the resources a user consumes during access. These actions can be simple but also very complex depending on the pricing structure of the offered service (bundled tariffs, free minutes, multicounter etc). They are carried out in real time on the ARTA platform by combining the real-time access, routing and control functions.



## Service Management Point

The user-friendly Artilium Switch Administrator is built as a contact-centric interface that allows Service Providers to manage and maintain the ARTA platform and its highly flexible new services deployment.



## The Artilium Switch Administrator empowers:

- Routing Table Management
- Time Zone and Region Definition
- Number Translation Services
- Product and Prices Management
- Price-related Base Tables
- Number Portability
- Billing and Invoicing
- Rating
- Document Management
- Task Management
- Reporting Management

## Prepaid – Postpaid Interaction

An example of a postpaid master account with one or more child accounts: A prepaid subscriber who has no credit left can still make call to a list of predefined numbers. The owner of the postpaid master account will be invoiced for the calls to these predefined numbers.

## Flexible Tariff Models and Charging

A centralized tariff environment enables common tariff plan definition and enforcement for both prepaid and postpaid customers. Subscribers are able to monitor their call details on-line. When calculating charging rates, promotions can be applied per account according to service.

## Service Creation Environment

The Artilium Service Creation Environment enables customer creativity, optimizing the deployment time for market delivery of services by allowing unrestricted design and introduction of new services and models. The Artilium Service Creation Environment substantially reduces time-to-market for new and existing services.

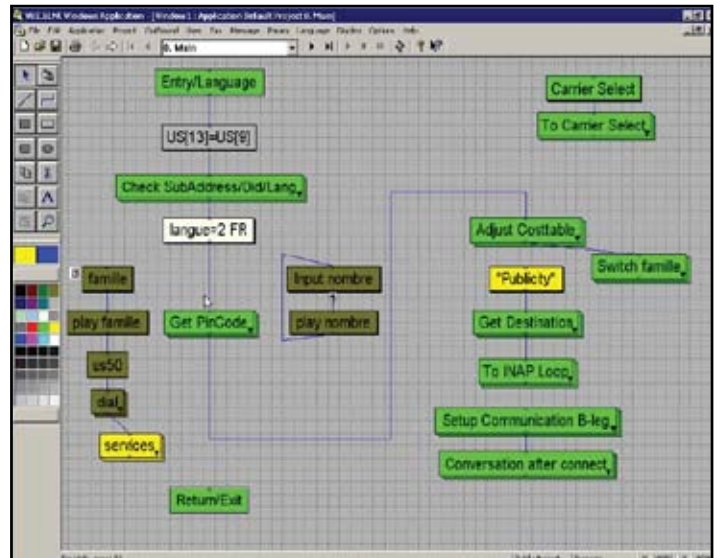
The graphical Service Creation Environment develops applications using a project hierarchy. The project hierarchy approach allows for a modular, object-oriented way of developing the application.

The benefit of this Artilium Service Creation Environment is that at any time, at any point, the tool can simulate and identify where the created/adapted scenario needs to be corrected to function properly.

## Reload Mechanisms

Customers can reload their own or another subscription in different ways:

- Web interface
- Interactive Voice Response with voucher or by bank account
- Short Message Services



Each mechanism will communicate securely with the Artilium SWA. The proposed reload values depend on the impacted subscription package. The operator can decide if a customer is allowed to perform a reload for another customer.

**Microsoft**  
GOLD CERTIFIED  
Partner

Artilium is the leading developer of Microsoft-based carrier-grade software for mobile networks.

Artilium's ARTA Mobile Services Platform is an open, modular, highly extensible Next Generation Service Delivery Platform built on Service Oriented Architecture principles and designed to enable rapid creation of new mobile applications, packaged as services, throughout their lifecycle.

ARTA activates the coming wave of third-party application development and innovation. By providing open and secure access to mobile network functionality and autonomous software processes, ARTA enables infinite possibilities for intelligent mashups which combine network capabilities of presence, mobility, location and telephony; with Web services including advertising, social networking and search.

Based in Belgium with offices in the United Kingdom, Artilium is a publicly listed company on the London Stock Exchange (LSE/AIM: ARTA). The company was founded in 1995 and has completed more than 40 installations serving tens of millions of end-users in 11 countries.

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