


# Innovative Monetization Opportunities for Smart Service Providers

# fts



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These are exciting times for communications service providers. Objects are rapidly turned into connected devices, and, together with the arrival of 5G, the number of monetization opportunities is growing for smart service providers.

However, in order to make the most out of these developments, you need to rethink your approach to billing and understand the transaction and its context. It is not about what is being used – instead, it is all about how it is being used.



**FTS' flexible billing solutions process any type of service for any type of customer, be it enterprises, end-users or IoT devices, all supported in one configurable system.**

**We have collected six innovative use cases that represent new monetization opportunities for communication service providers wishing to expand their business in new markets and stay ahead of the competition.**

# Smart Data Sharing



## OBJECTIVE

Offer a large portfolio of personalized, innovative and affordable service types

Enable user-friendly data sharing and money transfer

## SOLUTION

A 'build your own plan' solution that allows customers to independently pick services

Advanced balance management capabilities enable data sharing as well as money transfers within groups of private users and/or corporates or enterprises

## RESULTS

Customers are able to create their own personalized plan

Individual or group users can share leftover data with other users, all using their smartphone app



# Smart Mobility Solutions

## OBJECTIVE

Enable all sorts of new mobility solutions, like car, bike, scooter and electric vehicle sharing and smart parking

Perform transaction-based billing in real-time and manage both partners and customers

## SOLUTION

A platform that allows for easy implementation of new services, incentives and promotions

Rapid onboarding of additional mobility partners with individualized revenue sharing schemes

## RESULTS

The ability to effectively monetize modern transportation and mobility schemes by offering new deals, services and pricing models quickly and easily.

Smart revenue sharing with automatic revenue allocation individually for each docking or charging endpoint and partner, fast registration and complete transparency

# Electric Vehicle Charging



## OBJECTIVE

Offering personalized pricing plans for charging stations, based on specific factors like maximum charging time, peak and off-peak pricing and max./min amperage

The ability to offer free or discounted car charging as an incentive or a promotion to customers

## SOLUTION

A platform that enables real-time, pre/post transaction billing and charging, customer management and self-care channels

Partner management module which enables smart revenue sharing between multiple partners

## RESULTS

Fast and easy implementation of services, rapid on-boarding of partners with instant contract creation and revenue allocation for each individual charging unit

A smartphone app that controls the relationship between stations and end-users and guarantees an enhanced customer experience



# Fintech Opportunities for CSPs

## OBJECTIVE

Supporting the continuing transition from cash to new and innovative digital payments methods

Integrating payment technologies like mobile wallets into the traditional payments process, while maintaining service levels that consumers are used to

## SOLUTION

An end-to-end payment processing platform geared towards PSPs, Fintech startups and even banks wishing to benefit from the Fintech evolution

A solution that automates the billing and settlement functionality of payment management systems and ensures easily and rapidly configurable pricing, contracts and settlements

## RESULTS

Fast and easy implementation of new payment schemes

A platform that is easily integrated into any existing billing/banking platform, allowing for fast movement

Unlimited flexibility in creating revenue sharing models by fully automating the settlement processes, making it possible for payment industry players to rapidly deliver fully customized products and services for every partner within the value chain.

# Enabling Personalized Services



## OBJECTIVE

Offering personalized and flexible application-based plans to customers

Rapid and independent configuration in order to differentiate from the competition

## SOLUTION

Functionality for real-time, convergent charging, billing, policy control and customer/partner management

Seamless integration with network elements

## RESULTS

Independent configuration and deployment of personalized plans with dedicated bundles for many different applications

Rapid delivery of new services to market and an enhanced customer experience





# Premium Packages Upsell

## OBJECTIVE

Create incentives for subscribers to sign up for premium data services

Increase both revenues and customer satisfaction

## SOLUTION

Offer quota-based data credits for data used on these services and

Refund that data for usage of other services, preventing clients from paying twice for their data allocation

## RESULTS

Subscribers are incentivized to sign up for premium services because they do not 'eat' their quota

Resulting in increased revenues and enhanced customer's satisfaction.

# About Us

FTS works with telecommunications, content and payment service providers globally to help them manage complex transactions and relationships with greater flexibility and greater independence. Analyzing every transaction from a business standpoint, FTS offers end-to-end and add-on telecom billing, charging, policy control and payments solutions to customers worldwide, and services both growing and major providers.



FTS implements solutions, including convergent billing platform installations, in mobile, wireline, broadband, MVNO/E, payments, e-commerce, M2M/IoT, mobile money, cable, cloud and content markets. FTS' BSS solutions dramatically lower the total cost of ownership (TCO) for telecoms and content service providers.