



# Orga Systems.

#1 choice for real-time charging and billing

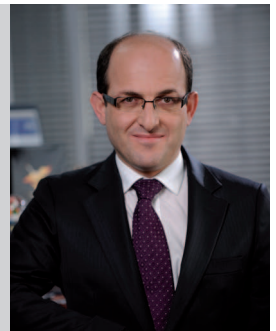
SUCCESS STORY NGCP

life:) - Ukraine's most dynamic operator – relies on Orga Systems' next generation control platform NGCP to monetize all VAS, data and mobile broadband services.

With building up a real-time charging and policy control architecture, life:) solves network integration bottlenecks and boosts end customer experience.

Customer complaints rate on mobile data services reduce by 75%.

*"Essential factor in our future mobile data strategy is to be faster, more flexible and highly customer centric when launching new offerings. Therefore we had to find a way of bridging the gap between delivering a unique customer experience and at the same time reducing TCO. The launch of Orga Systems convergent active mediation, real-time charging and policy management platform exceeded our expectations. Within less than 4 weeks, the NGCP improved our charging performance and flexibility, cutting down customer complaints by more than 75%".*



Ismail Celikkol  
Deputy General Director  
- Service Network, life:)

### The Need

Aiming to become the most admired operator in Ukraine, service innovation and best customer experience are key for life:).

In a drastically changing mobile communication landscape this means fast launch of new and personalized VAS, data and mobile broadband services. Instant service activation, a reliable quality of service (QoS) and a high degree of service personalization are key for differentiation.

By building up a comprehensive service delivery and policy control environment, life:) puts a strong emphasis on efficiency and future scalability. Two key parameters to protect the investments and to achieve the best total cost of ownership.

### Astelit life:)

The Ukrainian GSM operator life:) that serves 8.7 million subscribers as of Q1 2011 is providing simple, easy to use, value for money communication services that satisfy the customers' needs and build stronger communities throughout the country. life:) is a dynamic growing GSM company that believes that quality communication services can change the lives of its customers for better, allows its partners and employees to realize their potential to the full and is shaping not only the future of the telecommunications market but the Ukrainian society overall.

life:) network covers the territory where 96,9% of population lives. life:) provides roaming opportunities in 174 countries via 489 roaming partners. The operator was the first to introduce EDGE technology that offers high speed data transfer. Now the technology is enabled in 100% life:) network. 488 life:) customer care centers and exclusive sales points operate in 185 cities of the country. In addition to that, life:) subscribers can order life:) services through 34,600 non-exclusive shops.

### Orga Systems –

#### #1 choice for real-time charging and billing.

Orga Systems' convergent real-time charging and billing portfolio enables profitable business for Telecommunication Companies, Mobile Finance Institutions and Energy Suppliers. Worldwide 40+ customers, serving 400+ M subscribers, rely on Orga Systems and achieve competitive advantages in their industry: reduced OPEX, real time-to-market, short-termed ROI as well as beneficial access to new value chains and revenue streams. For more information please visit [www.orga-systems.com](http://www.orga-systems.com).

### The Partnership

The trustful business partnership between life:) and Orga Systems has been established in 2006. Being the world's first operator to launch a truly convergent billing system – Orga Systems OPSC Gold – in 2007, life:) relies on this real-time convergent billing platform. life:) and Orga Systems have won GTB Innovation Awards 2010 - OPSC Gold is the „Convergent Billing Innovation“ for Total Marketing Support.

### The Challenge

Implementing a new system within an operator's highly sensible charging flow always requires high attention to performance, design and integration.

At life:) this means porting 250 commercial products to one new service control platform. These services span from simple messaging and ringtone options up to bundled VAS, content and mobile data services with tiered volume packages and multiple payment styles.

All services need to be handled and charged in real time at a high availability basis and without creating new data silos.

What is more – even highest performance requirements must not limit service creation flexibility and platform expendability. In light of future demands for service control and policy management, this is even more important.

WINNER 2011



In November 2011 Orga Systems' NGCP installation for policy management, active mediation and real-time charging control at Astelit | life:) won the Global BBTM Award in the category "Best use of traffic management for improving customer experience".

### The Solution

Benefiting from its modular and high performance parallel processing architecture, NGCP consolidates all services on one single platform.

Exceeding life:)’s expectations, the NGCP served 4 million life:) subscribers with only the first month of its operation already. 250 services – running at separated instances before – were ported to NGCP in less than 4 weeks.

Performance benchmarks have shown that charging interface capacity increased by 300% and resolved the bottleneck between packet core and billing system.

Tightly integrated with Orga Systems' convergent real-time charging and billing system, the NGCP achieved a significant improvement of GPRS rating quality. Customer complaints dropped in average by 75% reflecting a massive customer experience improvement. Looking at life:)’s mobile data strategy, this is key.

When launching its high speed next generation network customer centric policy and charging rules will ensure best customer experience and positive brand awareness.

As an integrated solution life:) benefits from fine grained bandwidth and congestion management, spending control and service personalization. All this based on a consolidated subscriber data management.

## Solution Highlights

- **300%** performance increase
- **75%** drop in customer complaints
- Less than **4 weeks** to system operation
- Serving **4 million** subscribers within the first month
- **250** commercial products to one single control platform