



Mobility for Me

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Create a communications experience beyond the network, device and plan: an experience so integrated with subscribers that it becomes indispensable for them. Apply business, personal and location context to interactions in real time and make customer relationships meaningful.

When used effectively Contextual Mobility can:

- **Take advantage of a short lived opportunity**
Real-time promotions, opportunity matching and instant activation
- **Reduce the impact of an adverse event**
Monitor and proactively manage poor network performance for high-value subscribers
- **Create innovative services**
Enable P2P airtime recharge to friends & family while roaming with credit monitoring & alerts
- **Deliver a more compelling customer experience**
Personalize and adapt the user interface based on mobile context for faster interaction

Designing a handset upgrade offer for when a near end-term customer walks past a retail store is easy. Navigating the context data maze to execute the offer in real-time is not. Millions of subscribers, constantly on the move, all with different preferences and billing status: the scale of the data problem is immense. Extracting timely value from this data requires speed and performance that transactional, database-driven architectures cannot deliver. Their data retrieval methods are too slow – information simply cannot arrive in time to strike while the context is hot. While these systems may provide volumes of insight hours, days or months later, the fertile moment of opportunity will have passed.

TIBCO event-driven, in-memory technologies empower action in the moment an event occurs. Data flows freely throughout the enterprise – enabling meaningful patterns of events to be identified and tracked. A customer is walking past a retail store and historical data shows a plan is about to expire. Is it time to extend a relevant handset upgrade offer and up-sell?

TIBCO AND TELECOMMUNICATIONS

For years the world's top communications services providers (CSPs) have trusted TIBCO to support a communications experience that customers expect: a service that is personalized, reliable and immediately available. We have helped:

- Reliance Communications deliver 1M relevant promotions a day while monitoring their 105M subscribers in real-time
- VimpelCom Russia process 6M payments a day and sustain its growth
- Hutchison 3G monitor mobile data and messaging in real-time and increase data to account for nearly one-third of total revenue
- Orange provision over 180M subscribers in 23 countries
- Telefonica Brazil reduce customer complaints by 60%

Advanced Fulfillment Suite

FULFILL COMPLEX, BUNDLED ORDERS QUICKLY

Ten of the world's top ten CSPs* rely on TIBCO to speed up time-to-market for new product packages – from concept to cash.

CSPs operate in one of the most competitive environments. Not only do they need to keep pace with emerging technologies, they also need to ensure they are the first to deliver technological benefits in the form of new and personalized offerings to customers.

Consider a CSP with both mobile and landline businesses that recently acquired a major television company. They decide to provide a unified front to their customers, rolling out product bundles of mobile, traditional phone, and TV services based on these products in their portfolio – regardless of line of business. And they want to roll out the bundles quickly, to gain competitive advantage, retain customers, and increase customer wallet share.

The Advanced Fulfillment Suite (AFS) of products provides a framework to automate and accelerate the entire process and handle volume increases, while leveraging existing legacy systems and processes. Using TIBCO's real-time event-driven infrastructure technology, business process management (BPM) technology, and complex event processing (CEP) technology, customers achieve the following benefits:

- Eliminate errors associated with manual activities ensuring orders are right the first time
- Handle increasing order volumes while increasing productivity up to 50%
- Improve customer satisfaction by quickly providing tailored product offerings
- Reduce time-to-market by rapidly adapting to changes and customizing offerings in weeks instead of months
- Reduce order processing time from days to minutes

(*based on Fortune July 2009 global company list by revenue)

TIBCO AFS provides CSPs with a comprehensive software solution for the “concept to cash” business process. It provides a design and management application for new products and services, as well as operational applications to design, deploy and maintain scalable processes for fulfillment of those products and services. AFS enables CSPs to quickly introduce new product offerings and their related rules and services, and to design and deploy business processes to fulfill these new offerings.

Together the Advanced Fulfillment Suite of products provides an end-to-end solution, while elements can also be individually leveraged and integrated into any OSS/BSS environment.

Advanced Fulfillment Suite of Products: Key Features

TIBCO ActiveCatalog

- Product Catalog
- Offer Validation and Fulfillment Rules

TIBCO ActiveFulfillment

- Offer Validation and Configuration Engine
- Fulfillment Optimization Engine
- Order and Fulfillment Management

TIBCO KPSA Provisioning and Service Activation

- Product, Service & Resource Catalog
- Product and Service Activation / Fulfillment

TIBCO Payments Orchestration

The ubiquity of new mobility tools – such as tablets, smartphones and mobile phones – is opening up a wealth of new business opportunities that are built around payment models, as well as enabling a much better understanding of customers' experience and usage. Winners in this marketplace will be those who build a flexible and agile mobile payment processing infrastructure that allows for:

- Access to multiple payment methods
- Fast implementation of innovative new services
- Easy and cost-efficient scalability

TIBCO Payments Orchestration™ is an open and flexible mobile transaction processing solution that allows mobile network operators, service providers and financial institutions to deliver mobile airtime and money payment services – nationwide or across countries – from airtime recharges to goods and utility bill payments. Payments Orchestration integrates readily with external systems and networks and provides the capabilities needed to rollout innovative mobile payment services.

Payments Orchestration is a portfolio of application processes that act as templates to build business-specific mobile solutions. These processes are extensible in order to support the evolving nature of mobile offerings and are delivered with an open development platform to enable customers and partners to adapt business processes and create differentiating and innovative services.

Key Functions

- Mobile Commerce
- Mobile Money
- eTop-Up
- Remittances

TIBCO Policy Orchestration

Communications service providers (CSPs) are seeking new avenues for growth in an environment that has changed considerably over recent years. Smartphones have boosted traffic over data networks, and major revenue streams are shifting rapidly to applications and smart access to bandwidth. Meanwhile CSPs are looking at extracting additional value from their golden asset – the intimate and unique relationships with their customers – and the opportunity to provide them with any data, anywhere, anytime.

TIBCO Policy Orchestration™ is used to enhance and differentiate an increasing number of smart applications with capabilities that include:

- Enablement of bandwidth guarantees
- Over-the-air provisioning
- Personalized services
- Targeted advertising campaigns and partner programs

The Policy Orchestration portfolio provides a single policy control point that enables operators to drive up data revenues by better managing network-enterprise resources, capacity and QoS, and exchanging controlled data with partners – all while minimizing the need for additional investment in network infrastructure.

Key Functions

- Policy Server
- Profile Manager
- Usage Server
- Quota Server



Active Service Gateway

TIBCO's Active Service Gateway (ASG) enables the reselling of 3rd party products and services – wholesale and aggregator services – with a gateway under the operator's control featuring a single interface into the service layer for external partners worldwide. ASG provides transparent routing of requests to operator services and is used to protect operators' ESBs and services from over-load.

With built-in logging, auditing and real-time reporting capabilities, ASG provides CSPs with usage by partner and by service showing throughput, latency, timeouts, and errors, as well as an audit log for revenue generation and revenue reconciliation. ASG enables powerful upsell and cross-sell capabilities with notification capabilities that include change-of-device, contract and service.

ASG is massively scalable, capable of 10,000s messages per second for 1,000s of services. The Gateway can share a distributed cache with support for service optimization and supports 1,000s of endpoints dynamically. ASG features hot-deployable configuration by command-line or web-services.

TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at www.tibco.com



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