

Highdeal introduces pricing and rating for IMS-based multimedia services

Submitted by: Onechocolate Communications

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February 16, 2005 – Paris – Highdeal, the leading provider of multi-service pricing & rating solutions, is introducing 3GPP-compliant capabilities to help operators generate revenues from new IMS-based multimedia services. IMS services include, among others, push-to-talk, instant messaging, video sharing, multiplayer gaming and presence.

IMS-based multimedia services are poised for explosive growth. According to a recent study by MORI between 33% and 43%, or a total of 90 million mobile phone users in Britain, Germany, Singapore and USA would use interactive mobile multimedia services within the next two years. These services are likely to generate an increase in the monthly incremental spend, between 11% and 26% for individual services, depending on the service.

The primary challenge associated with the introduction of IMS services is pricing them to meet difficult and often conflicting objectives. Pricing must encourage end-user adoption, provide a clear link between use and cost and maximize revenues while, at the same time, preventing cannibalization of existing revenue streams such as voice and SMS. The “cannibalization” problem has already limited the introduction of early-stage IMS services such as push-to-talk over cellular (PoC) and presence.

Highdeal Transactive, the world’s leading multi-service pricing and rating software, offers a solution aligned with the recently defined 3GPP convergent charging architecture, with proven integration with IMS-defined and non-IMS integration points:

Online charging systems

Legacy billing systems

Application Servers including multimedia messaging, multimedia conferencing, IPTV middleware as well as service brokers and softswitches

Since operators often cannot replace their existing billing and IN prepaid systems when introducing IMS services, Highdeal provides marketing organizations the freedom to innovate while leveraging existing billing and IN assets.

Highdeal, which recently conducted an industry webinar on IMS, is working with other best-of-breed application partners to deliver interoperable IMS solutions to the marketplace, without waiting for complete IMS platform deployments. This initiative is in direct response to incumbent operators’ urgent need to pursue revenue transition strategies to replace declining voice revenues.

IMS operators and solution providers are invited to participate in the Highdeal Challenge. By providing their most innovative or difficult IMS pricing and bundling scenarios, participants will be entered into the Highdeal Challenge. Qualified operators will receive a limited license to the Highdeal Simulator to test their own pricing ideas including session-based pricing models. These operators will also be invited to an IMS pricing workshop. Interested parties should email challenge@highdeal.com, call

1.212.332.2144 or visit Highdeal at 3GSM World Congress in Cannes in Hall 2, stand D31.

About Highdeal

Highdeal is the leading provider of multi-service pricing, rating and settlement software for broadband, mobile and on-demand providers. Highdeal Transactive provides service bundling and offer management, pay-per-use, session-based and metered pricing and convergent prepaid/postpaid capabilities such as real-time spending limits. With integrated simulation capabilities, marketing organizations can quickly identify new revenue streams and implement profitable third party partnerships. Aligned with the 3GPP convergent charging architecture, Highdeal Transactive easily integrates with application servers, online charging systems and legacy billing and prepaid systems. With over 100 implementations in over 40 countries, companies around the world rely on Highdeal for their pricing and rating needs. Highdeal has offices in New York, Paris, London, Santiago & Sao Paulo. For more information, please visit www.highdeal.com.

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