

# AOL chooses Highdeal Transactive for pricing and rating of VoIP consumer services

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New York and Paris – June 2, 2005 - Highdeal Transactive® the world's leading pricing and rating software suite for mobile, IP and multimedia services has been selected to support AOL's recently launched consumer VoIP service – AOL Phone®. AOL Germany is one of Germany's leading Internet companies and part of the world's biggest media company Time Warner.

As part of its strategy, AOL Germany took the decision to broaden its product portfolio by introducing IP Telephony services for the German residential market. Compared to other German service providers, the new service is set to deliver a sophisticated and easy to set up VoIP solution. In addition, AOL Phone enables consumers to save enormously on their phone costs compared to other classic telco providers. This offer is available to existing AOL subscribers as well as to all customers using another Internet Service Provider (ISP).

To launch their service, AOL required a flexible pricing and rating engine that enabled the creation of versatile price plans. AOL was also looking for a solution to rapidly deploy offers in line with market demands, while also having the flexibility to easily accommodate future offers built into the product portfolio. Highdeal Transactive's robust software suite easily met these requirements enabling the delivery of advanced, complex tariff structures, while addressing cost and payment control for the end user.

"Highdeal Transactive's 'decision tree' technology was very appealing, as it provided high flexibility and performance. Being able to use a single rating engine for all different payment and price plans tipped the scales in favor of Highdeal," said Jens Pape, Vice President Technology & Operations, AOL Germany. He added, "In order to reach high customer loyalty and ARPU, the ability to create flexible price plans and rate for convergent services were absolutely critical."

AOL Germany's offers include a complex service mix providing different payment mechanisms. The pricing also takes into account calls to specific numbers, such as 0800 numbers, or calls between AOL Phone customers. The offers launched are as follows:

- AOL Phone Fun Tariff: a pay-as-you-go price plan with no subscription for AOL ISP customers, installation costs or contractual commitment. Local calls are billed at 1.5 cents per minute and international calls from 4.5 cents per minute
- AOL Phone FreeWeekend: a €6,90 monthly subscription which includes free local calls over the weekend and nationwide bank holiday with weekday use charged at the 'Fun Tariff' offer
- AOL PhoneFlat: €19,90 monthly subscription includes unlimited calls to German fixed networks (calls to mobiles and abroad are charged)

Due to its modular design, Highdeal Transactive is easily integrated into the billing system as an add-on component to AOL's existing back-office architecture. An important prerequisite for Highdeal

Transactive was the integration with the residential communication solution from NetCentrex which is used to manage the AOL's VoIP calls. Due to their open architectures, Highdeal Transactive and the NetCentrex softswitch were seamlessly pre-integrated.

Eric Lavenir, Vice President Sales EMEA from Highdeal: "We are assisting ISPs like AOL in Germany to create revenues and successfully enter new markets. ISPs and telcos share similar concerns, to secure revenues in a market with significant customer churn. Increased ARPU and constant diversification is key in order to successfully compete in these markets. Highdeal Transactive is specifically designed for next generation services, providing native convergence capabilities for both services and payment mechanisms."

#### About Highdeal:

Highdeal is the leading provider of pricing, high performance rating and settlement solutions for broadband and mobile applications and services. Highdeal enables companies offering these services to create and implement successful pricing strategies in dynamic market environments. With over 100 implementations in more than 40 countries, companies around the world rely on Highdeal for their pricing and rating needs. Highdeal has offices in New York, Paris, London, Munich, Santiago & Sao Paolo. For more information, please visit [www.highdeal.com](http://www.highdeal.com).

#### About AOL Germany:

AOL Germany is one of Germany's leading Internet companies and part of the world's biggest media company Time Warner. Each month, AOL Germany reaches more than 7.1 million people (die internet facts der AGOF, 09/04) with its AOL-, CompuServe- and Netscape-branded Internet sites. AOL Germany has around 2.8 million members. As a media platform, AOL is one of the leading online marketing companies in Germany. Founded in 1995, the company is headquartered in Hamburg and a staff of approximately 1,400. With over 30 million members worldwide, AOL is the world's biggest provider of Internet services.

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