



Enabling IPTV

Operators are aiming to become multi-service providers to generate new revenue streams and ensure subscriber retention. Entering a new market with new and innovative services always throws challenges – especially when it requires novel product / service mixes and support to emerging business models.

To achieve success in delivering multiple value added services like PPV and VoD to demanding subscribers, operators need to deploy proven integrated technology platforms from vendors who understand the challenges of multiple, dynamic and converged service offerings in significantly reduced time-to-market situations.

Subscriber Management and Billing System is a critical component in the entire value chain and enables service providers to meet business challenges.

Delivering the promise of IPTV

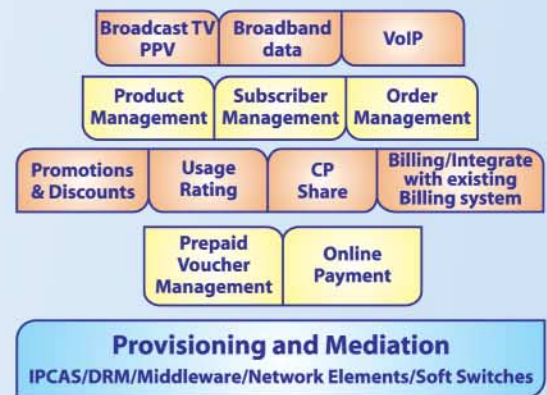
MagnaQuest's rich experience from its deployments supporting leading DTH & cable video, broadband and VoIP service providers across the globe helps it in meeting multi-service business and delivery challenges of IPTV.

MQSubscribe

MQSubscribe is designed for service providers who want to generate additional revenues by introducing attractive IPTV services. MQSubscribe features a scalable, flexible and open architecture to support service providers as they grow in services and subscribers.

Key Functions

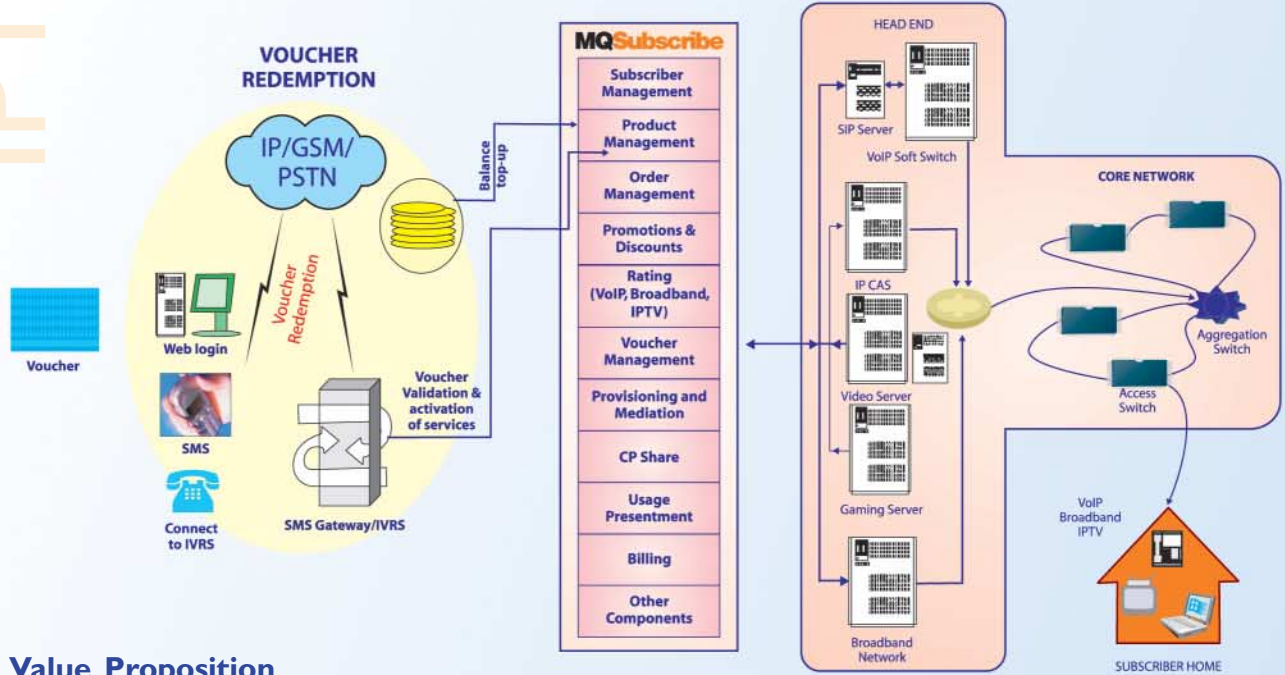
- > Multi-services Portfolio
- > Extensible Service Fulfillment Framework
- > Support for pre-paid and post-paid business models
- > Efficient Credit Control
- > Accurate rating of multiple services simultaneously in real-time
- > Billing and Finance Management
- > Inventory Tracking
- > Subscriber self-care and CRM



Salient Features

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| <ul style="list-style-type: none"> ■ Subscriber Management ■ Order Management ■ Provisioning and Mediation <ul style="list-style-type: none"> > Integrated with middleware and network elements > Multiple usage events processing during the media usage | <ul style="list-style-type: none"> ■ Rating multiple services <ul style="list-style-type: none"> > Flexible Rate Plans > Near Real-time Rating > Credit Balance Management > Credit Policy Management > Usage Presentment | <ul style="list-style-type: none"> ■ Billing <ul style="list-style-type: none"> > Periodic invoicing of charges > Single bill for multiple services > Bulk Collection > Option to integrate with existing billing system | <ul style="list-style-type: none"> ■ Voucher Management ■ Content Provider Share <ul style="list-style-type: none"> > Calculation of Royalties ■ Process Scheduler ■ Report Container |
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IPTV



Value Proposition

Pre-integrated solution: Pre-integrated with middleware and network elements to facilitate flow through provisioning and reduce time to market.

Multiple-services billing: Comprehensive solution to manage billing of multiple services and present a single bill.

Highly scalable solution: Built to support growing subscriber base and services.

Supports emerging services: MQSubscribe is built on modular/component framework and has the flexibility to accommodate new business requirements.

Authentication of subscriber information: The system ensures only authorized customers receive the services, thus eliminating revenue leaks.

Cross selling: Empowers CSRs in cross selling and upselling of services.

Subscriber Credit Management: The system enforces credit policies for post paid and prepaid subscribers. Supports credit limit enhancement based on subscriber's credit history.

Real-time Rating: Supports rating of multiple services on real time basis. The credit balance is updated as multiple services are used simultaneously or separately.

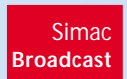
Reports: Provides a host of statistical and analytical reports to support management take informed decisions.

About MagnaQuest

MagnaQuest is a leading provider of Subscriber Management & Billing solutions for service providers worldwide. MagnaQuest enables service providers deliver a full array of innovative value-added services that generate new revenue streams and strengthen subscriber loyalty.

In order to adapt to market demands and opportunities, IPTV operators are adopting best-of-breed approach, which enhances solution flexibility and often reduces total cost of ownership. To serve operators' needs, MagnaQuest partners with vendors across the IPTV value-chain - from vendors of CAS/DRM and VoD Servers to Middleware and system integrators.

Partners



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