


MiBAS™

in the IMS Environment:

A bridge to differentiated billing services





IMS delivers on the promise of voice and data service diversification to a wide variety of players in the communications arena, including mobile, wireline, cable and ISP operators.

But what good are revenue opportunities if you can't properly bill them?

THE OPERATOR'S CHALLENGE: CHARGING FOR EVERY BILLABLE TRANSACTION

Next Generation Networks; It's all about breaking down the barriers that exist between different network silos and seamlessly converging them to provide unprecedented voice and data service bundles. In an age of increasing competition where both established

and Greenfield players are constantly revisiting their business models in order to maintain their leading edge and generate new sources of revenue, service diversification and flexibility have become essential components for success. With the introduction of the new access-agnostic core-IP Multimedia Subsystem (IMS) standard, the arrival of this new service model is imminent.

Motorola's MiBAS™: IMS-ready for revenue generation

At Motorola, we offer a few options to answer this need, including our leading edge MiBAS platform (**M**otorola **I**ntegrated **B**illing and **A**dministration **S**ystem) which offers operators a solid and reliable long-term investment. Packed with future-proof technological innovation, developed with the IMS/NGN service agenda in mind and rooted in Motorola's vast core knowledge base in Wireless communications, MiBAS opens up a world of service flexibility for next generation service providers.

sioning, management and administration. A truly comprehensive platform, MiBAS addresses the increasing customer demands for enhanced services as well as the operator's need to provision and bill them effectively.

Moreover, MiBAS delivers true cross-network interoperability and convergence inherent in the IMS agenda by enabling service providers to diversify their offering and exploit maximum revenue from every customer session.

Serving small to large-scale wireless operators since its introduction in 1994, MiBAS is a smart, feature-rich system for integrated billing, provi-

The MiBAS™

Advantage:

Bridging network silos

- Customer Care
- Self Care
- Provisioning
- Resource Management
- Product Catalog
- Rating
- Settlements
- Roaming
- MiAnalyzer
- Billing
- Billing Control
- Billing Simulator
- Invoicing
- Prepaid
- MiBAS™ Collector
- MAS
- Interface Tables
- Commissions



Ready for IMS

Motorola can take you there. Our MiBAS system seamlessly accesses usage information from the widest variety of applications originating from multiple network architectures. MiBAS performs cross-segment, flexible rating and convergent billing so that operators can offer their customers the widest variety of revenue-generating services and bundles.

Keeping operators competitive & profitable

MiBAS unified billing and provisioning capabilities, inherently rich functionality, and off-the-shelf flexibility, offer operators a full package of end-to-end BSS solution. In an age where so many potential revenue sources fall between the cracks, MiBAS gives operators a competitive edge by enabling them to deploy services quickly and efficiently – and bill them accurately.

Pre-paid/Post-paid convergence

A unified solution for convergent pre-paid and post-paid billing enables operators to support all usage applications (including telephony, SMS, data and beyond) with real-time rating flexibility. With this comprehensive solution integrated into an IMS-enabled network, operators are free to deploy sophisticated services on a per usage basis – and not worry about being limited to fixed charging schemes.

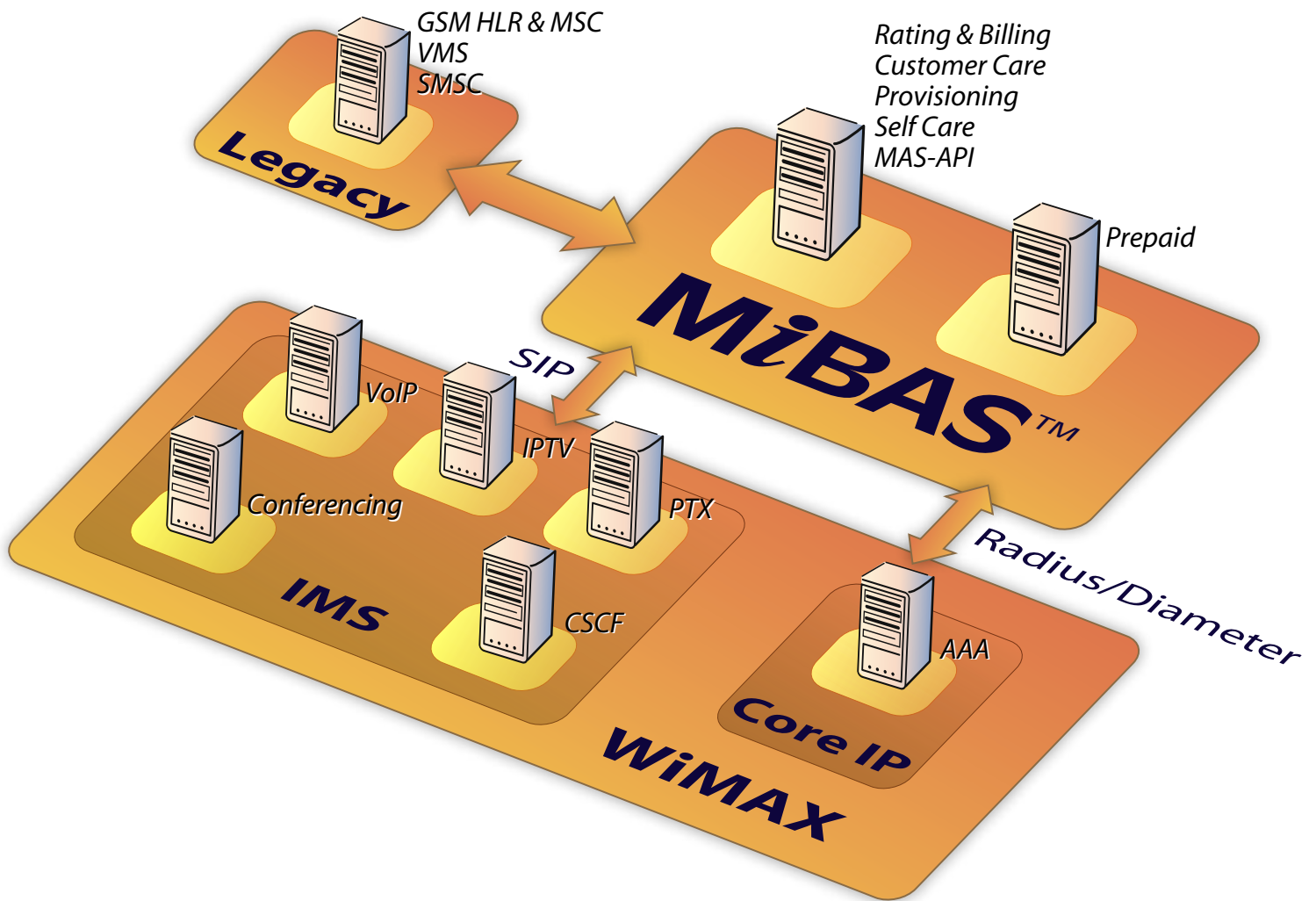
Seamless integration with other systems

Supported by a powerful API layer, MiBAS is easily linked to other essential external applications in the operator network and applications. By integrating with other business-critical applications and complementary components in the existing operator's environment, such as ERP, home grown applications and CRM, MiBAS enables the execution of billing and provisioning policies

which impact the operator's overall potential for revenue generation.

Positioned for your success

With over 10 years of field-proven deployment experience in the service of wireless operators (including Motorola's in-house operations), we understood the challenges of billing in the mobile world early on and the difficulties of bridging billing-related gaps between cellular and fixed networks as the two began to interface. Our deep experience in designing integrated billing and provisioning systems for 2G and 3G deployments, and compliance with WiMAX, Tetra and IDEN technologies, renders us a natural partner for the IMS revolution.



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About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks – along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of more than US\$42 billion in 2006. For more information about our company, our people and our innovations, please visit www.motorola.com.