



Comverse Kenan FX

Order Fulfillment | Financial Management | Customer Care





An On Premise Monetization Realization Platform to Maximize Enterprise Growth

Solution for Businesses Looking for Complete Control

The Comverse Kenan FX financial framework delivers flexible customer care, ordering, and billing to leading Enterprises, service providers and e-businesses worldwide.

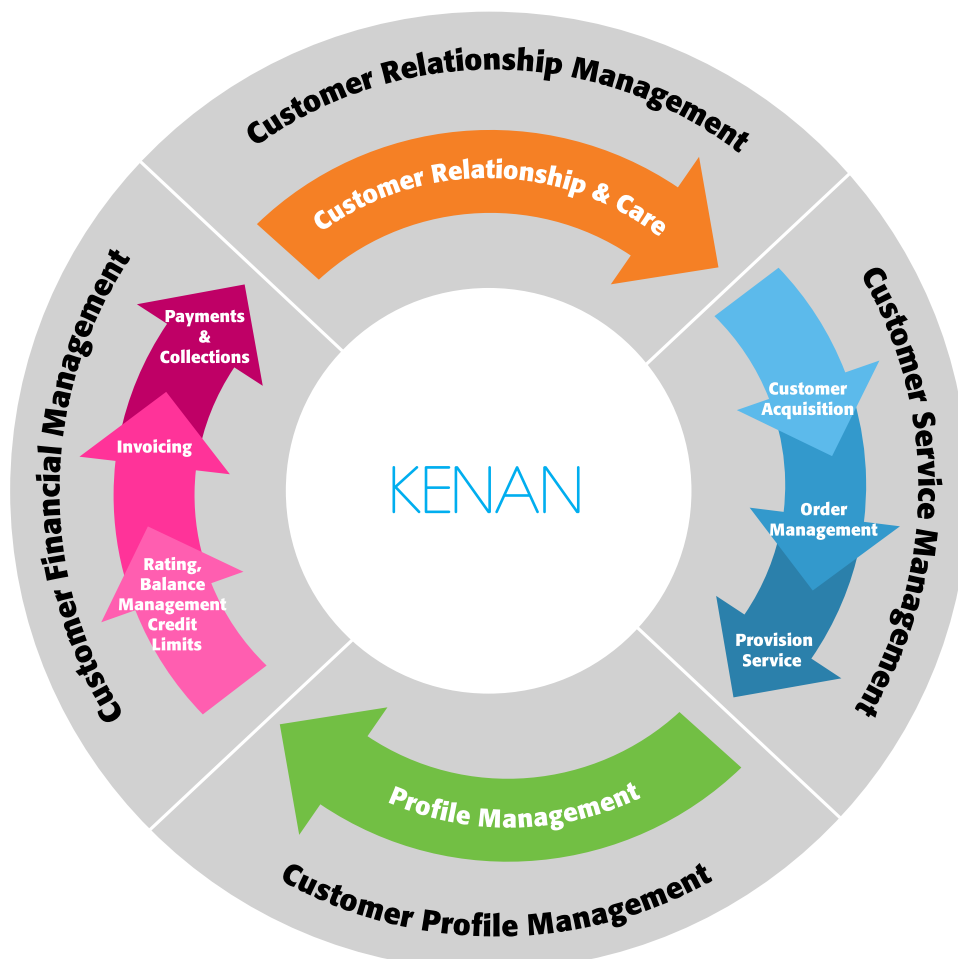
The Kenan FX suite of products helps businesses grow by enabling any combination of voice, video, messaging, content and IP services. The solution delivers the functionality to manage the complete customer lifecycle for consumer and enterprise customer relationships.

Delivered as an on-premise solution and managed on-site, Kenan FX gives businesses complete control of their environment to manage their operation.

Complete Customer Lifecycle Management

As businesses face new competitors and customer retention challenges, the ability to deliver an outstanding customer experience is a key differentiator. Whether customers desire a single, seamless interaction when subscribing to or trialing a new service (acquire; voucher/day pass); the ability to make a payment or alter payment preferences online at any time (payments and collections); immediate access to current usage charges or account information via any device (charging and invoicing); or the ability to purchase a customized bundle that no other provider is offering (profiling and pricing), an integrated and efficient infrastructure is essential.

Kenan FX's comprehensive functionality lets businesses deliver positive interactions at every stage of the customer lifecycle; its advanced infrastructure handles any service including voice, video, ecommerce and more.





Customer Management

To fully understand a customer's behavior and profile, all customer data must be stored in a single platform to benefit from a 360° holistic point of view. This is critical as services increasingly require a sophisticated understanding of customer preferences and interests.

To achieve this, Kenan FX enables:

- ▶ Tailored customer service representative screen flows that mirror user business processes
- ▶ Revenue generation through up-sell and cross-sell opportunities
- ▶ Holistic management of business and consumer accounts anywhere in their lifecycle across every line of business
- ▶ Elaborate loyalty program creation to entice service usage and stickiness

Order Management

Kenan FX service order management simplifies business processes with quick, accurate and consistent handling of customer requests. Businesses easily create efficient workflows for orders across multiple services. They can also model and enforce prerequisites and exclusions, track 'serviceability' by address, and manage inventory of both warehouse and customer premise equipment, ensuring that orders comply with established business rules. The system filters non-valid customer-to-product and product-to-product ordering choices, enforcing business rules regarding product interdependencies.

By keeping all billing and service data synchronized in a unified database, Kenan FX maintains accurate views of all subscribed services at any point in the ordering process. This allows manual and automatic order processing, tracking order status and troubleshooting open issues – keeping businesses on track and efficient. And with robust APIs, integrations to third-party interfaces ensure complete flow-through provisioning.

Offer Management

Maximizing marketing creativity and accelerating time-to-market with new offers through user-friendly, wizards-based configuration tools enable rapid introduction of new service plans, reduce human error and boost flexibility in plan creation for competitive differentiation. Kenan FX takes multi-service bundling and packaging to a new level with powerful cross-product promotion, discounting, and offer management.

Any-Time Rating, Pricing, Charging and more

Kenan FX supports any usage, pricing scheme or service plan with real-time rating, discounting and taxation, cyclical aggregation, cross-product discounts and invoice calculation and consolidation.

Real-time and Near Real-time rating encourages cost control and bill shock prevention through the ability to update usage in real-time. This allows for notifications and actions to limit exposure for both the customer and the service provider.

Flexible pricing and charging schemes allow usage and event-based billing and subscription billing with the accuracy of the industry-proven Kenan billing engine.

And with flexible invoice calculation and consolidation, businesses can also create unified invoices with the ability to aggregate charging information delivered from multiple sources onto a single bill, a key first step for operators interested in consolidating or replacing legacy systems.



Payment Handling and Collections

Real-time payment processing and collections processing allows businesses to efficiently process payments and manage the collections process for accurate and auditable revenue recognition

Payments are supported via cash, credit cards, EFT or through vouchers. In addition, day passes, top-up cards, gift cards and promotions are enabled using the voucher management system.

The integrated collection processing feature helps businesses recover revenue and reduce bad debt.

As Kenan FX is implemented in more than 40 countries across six continents, internationalization and localization needs are covered. Billing and payments can be calculated and presented in any currency. Invoice formats can be tailored to any language; robust taxation functionality is also available.

And with a powerful and configurable workflow engine to drive collections activities and queues, the collections process can boost efficiency in managing delinquencies.

Enterprise/B2B/Wholesale Account Support

Today Kenan FX supports key capabilities for dozens of B2B providers around the world offering heavy enterprise and/or wholesale account management – from handling complex contracts for multiple services with discounting, to SLAs and bulk ordering and financial support. Kenan FX's extreme flexibility accommodates the mission critical requirements of enterprises with no/minimal customization.

Kenan FX also supports account hierarchies that require unlimited breadth and depth, millions of service lines and/or multiple-million event records per billing cycle. In addition, Kenan FX delivers complex discounting and unique pricing structures needed to support multinational enterprise or government accounts.

These live environments are a testament to how the world's most complex and business critical companies depend on Kenan FX to deliver their billing needs.



Efficient and Open Solution

Kenan FX tightly couples customer care, ordering and billing to reduce deployment time and risk, and is extendible to optional modules through an open/web-based API layer for integrating with third-party applications. To control costs, it makes optimal use of hardware resources across separate platform instances, and advanced application monitoring capabilities ensure maximum operational efficiency.

Integration, Extensibility and Virtualization

Because introducing and integrating new software into a legacy environment can be expensive and time consuming, Kenan FX's event-driven and run-time configurable platform enables integration and product configuration to match business processes without requiring changes to core system logic.

For example, extensibility of the data model allows client-specific fields to be added to the user interface by simple configuration, enabling businesses to store and access additional business-critical customer information.

Virtualization allows for efficient use of hardware resources while offering state-of-the-art management capabilities for better utilization of available hardware, also making data center management more effective. Kenan FX is certified on commonly-used virtualization platforms.

Application Monitoring

Kenan FX's real-time performance monitoring, alarms, and notifications provide early detection of problems to reduce downtime. Freed from system monitoring activities, support resources can focus on higher priority tasks.

Unconstrained Customer Modelling & Performance – at Reduced Cost

Thanks to considerable experience with the largest enterprise customers, Kenan FX has evolved to provide highly selective modeling techniques, which extend available charging behaviors while offering efficiencies in customer management.

Diverse and extensive customer bases benefit from the parallel processing offered by the Kenan platform architecture and the re-engineering of heavy-duty billing and related processes.

Support for less-costly operating systems and certification on market-leading virtualization software solutions mean that these and other benefits offered by the newest Kenan releases are already the cornerstone of numerous successful and proven business cases whose aim was to slash OPEX.

Securing your Environment

In today's continually evolving enterprise environments, companies need solid security enforcement with scalability. They also need automated process capabilities in order to deal with the large volumes of transactions and the complexity of identity and access-control administration.

The Kenan Security Services framework provides the tools to secure your environment with Authentication, Authorization, and Accounting (AAA) services for strong authentication, roles-based security, extensive logging and alerts. Deployed at some of the largest, most sensitive and secure enterprises in the world, Kenan has decades of experience enabling best practices for securing customer and financial data.



Powerful Agility

Kenan FX provides easy access to optional products and applications to address business challenges well into the future.

Mediation

Comverse supports mission-critical convergent mediation needs through passive and real-time active communication between advanced service delivery platforms and business support systems. This solution transforms usage data into revenue and provides valuable marketing intelligence to fine-tune future service plans.

Reporting Dashboard

Leveraging the latest web technologies, customers can log into the system and view any facet of the system. From marketing managers looking for business trends, to IT staff monitoring system status, the Kenan FX interface provides users with information in a visually relevant fashion.

Usage Thresholding

Kenan FX can automate the financial management process while helping to minimize fraud and delinquency. The usage thresholding module enables usage milestones/limits to be set, triggering alerts and automated actions when the pre-defined thresholds are reached by customer or customer group.

Invoice Design

Well-designed invoices (easy to read, accurate, appropriate level of detail) make a positive statement about the operator and reduce costly calls to the service center. With the Invoice Designer module, invoices can be quickly constructed/ modified without any programming skills.

Roaming

Kenan Roaming supports GSM (TAP3) and CDMA (CIBER) networks by quickly rating/ exchanging roaming subscriber call details, allowing custom validations, distribution to multiple downstream applications in multiple formats, and simultaneous management of incoming/ outgoing events with multiple roaming partners.

Real-Time Charging

Real-time capabilities enable businesses to address changing customer expectations, boost profitability, and address wider business demands: bill shock prevention, revenue protection, increasing consumer demand for real-time updates and real-time marketing.

The Comverse ONE Online & Converged Charging module can be deployed with seamless integration to any Kenan FX environment for better monetization of data/IP services through convergent charging, improving the user experience through timely notifications, real-time balance and spending management, etc.

Policy Control

With policy control increasingly important in subscription and corporate customer models (e.g. BYOD), businesses can support true real-time customer traffic management as defined by the PCRF model, including spending limits, quota control, usage-based promotions, notifications and bandwidth shaping.

CRM Option with Salesforce.com

Kenan now supports end-to-end order management flows enabled through pre-integration with the premier cloud provider Salesforce.com, based on a web service API layer.

Robust Marketing Tools

Marketing effectiveness provides a competitive edge. Adding inbound and outbound marketing capabilities, Kenan FX leverages customer profile data and extends the customer management capabilities inherent in the solution.

- ▶ Inbound Marketing: Provides real-time “decisioning” for recommendations based on customer real-time and historic behavior, helping businesses determine when, how, and what to communicate with the customer
- ▶ Outbound Marketing (or Campaign Management): Maximizes profitability and drives new customer acquisition, allowing businesses to plan, execute, and monitor results of marketing campaigns across multiple touchpoints



Social Media Enablement

Today's customers increasingly communicate and share thoughts via social media sites. To capitalize on the social revolution, businesses can link BSS data from Kenan FX with the social data of opt-in subscribers through the Comverse Share service.

This innovative Software as a Service (SaaS) offering running in a secure cloud environment opens another interaction channel with customers. Linking social data with existing business processes and system data expands business knowledge about subscribers for social applications that move beyond static fan pages.

Best in Class Professional Services Support

For more than 30 years, Comverse has helped hundreds of businesses worldwide grow and offer new products, services, and promotions.

Comverse's global services team draws from extensive experience across a wide range of implementation and support engagements and offers these options to help you manage your solution:

> Ongoing Maintenance

- > Software administration and activation
- > Software release upgrades
- > Managed backup and restore
- > Ticket resolution and flow management

> Managed Services

- > System Integration and Environment Management
- > On-site Kenan System Management Team

> Monitored Services

- > Status reporting and statistics
- > Trend and historical reporting
- > Capacity/access monitoring and alerting
- > 24x7 alarming and alerting on all elements

> Application Development Services

- > Extended System Integration Services to include Software Development

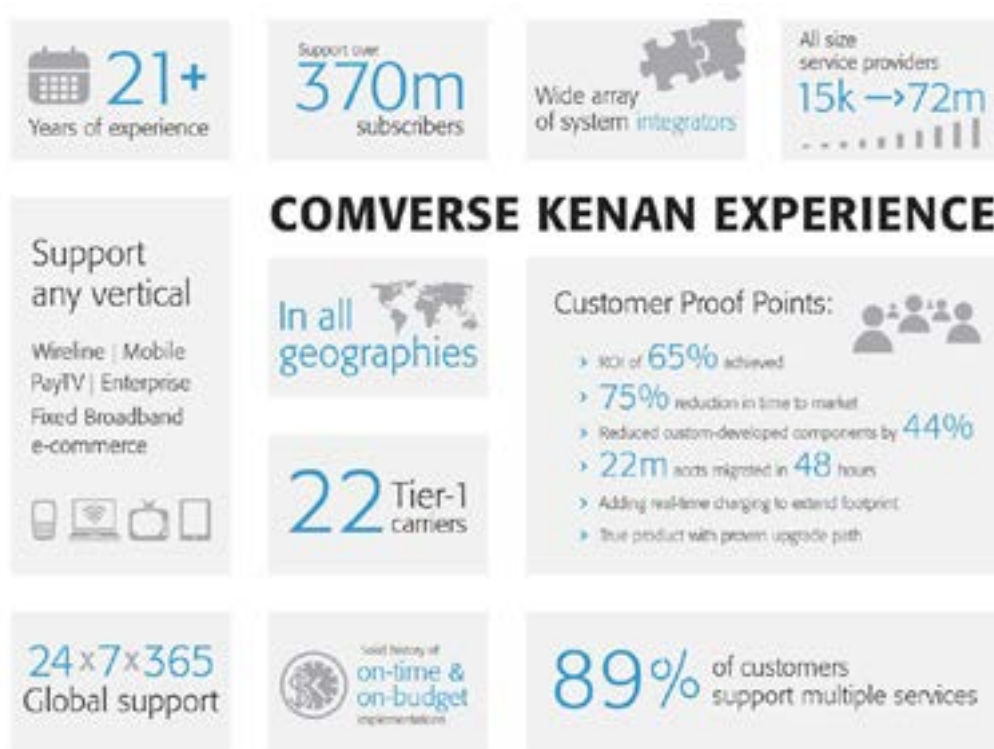




Comverse Kenan FX – a Proven Strategic Asset

The Comverse Kenan FX solution offers unparalleled uniqueness—reliability of revenue recognition, scalability of performance, flexibility of charging models, dependability of an end-2-end operation. Comverse Kenan is a proven strategic asset that satisfies the needs of CFO, CMO and CIOs at some of the largest Enterprises and Service Providers around the world.

Learn more about Kenan FX at comverse.com.



About Comverse

Comverse delivers a true carrier-grade cloud-based suite of software solutions that support users' connected lifestyles and help our customers monetize, future-proof, and differentiate their offerings with faster time to value and less complexity. We offer proven and flexible solutions that include managed BSS and Policy (PCRF), Enterprise and Cloud Billing, and Digital Services, all guided by an experienced Managed Services offering, that ensure our customers gain competitive advantage. Comverse's customer base spans more than 125 countries with solutions successfully delivered to over 450 communication service providers and enterprises serving more than two billion subscribers.

For more information, visit www.comverse.com.