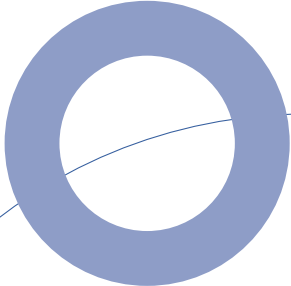


SchlumbergerSema

Integrated
Prepaid Solution



Integrated Prepaid Solution

From market share to revenue share: prepaid in a converged world

The 3G may hold more questions than answers, but there are some certainties - your success will be determined in large part by your ability to retain and expand your prepaid customer base, while growing average revenues per subscriber.

The prepaid market has experienced tremendous growth since its launch in 1995. At that time, the level of success that prepaid would have today was unimaginable: prepaid has overtaken postpaid both globally and in many regions worldwide. With significant growth projections for the next few years and the emergence of 3G, it is clear that there are great things to develop in prepaid.

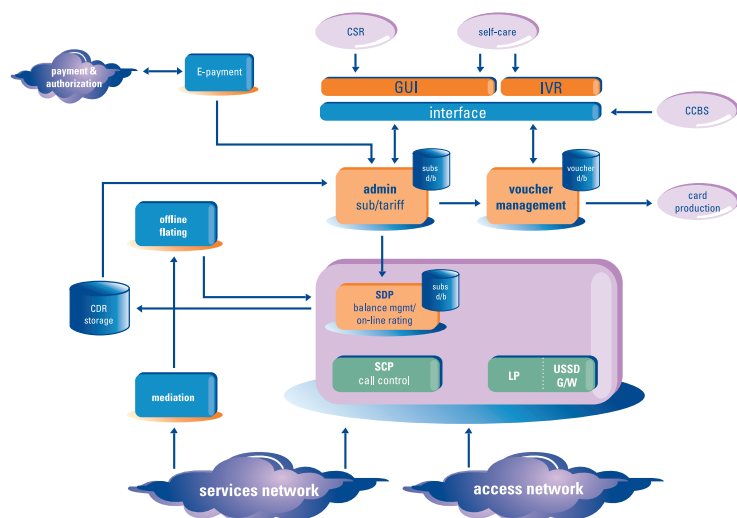
But it's not only handling growth you need to think about...the market is changing dramatically: your prepaid and postpaid subscribers now overlap - a growing number want to mix and match from services available to both types of subscriber to suit their lifestyles. With high churn rates and expectations growing by the minute, the importance of this subscriber base can not be ignored. You need to find ways to deliver content-rich,

event-based services across your entire customer base, to cut churn and raise ARPU, achieving return on your 3G investment.

That's where SchlumbergerSema comes in. Our experience in supporting operators' prepaid and postpaid business processes is unrivalled. We have built on more than a decade of innovation in prepaid and postpaid solutions to create a convergent IN-based service offering. Whether you need just one key module to help transform your existing operations, or the full suite of systems to create a uniquely powerful convergent solution, SchlumbergerSema has the expertise, and the solutions, to ensure you reach your goals and maximize the benefits from your 3G investment.

Our unique offering is based around Intelligent Network technology, specifically designed for today's world of convergence and mixed network roaming. It draws on our wealth of expertise and proven prepaid and postpaid systems, to deliver a truly integrated solution. Key advantages that SchlumbergerSema brings to operators are:

- Prepaid/Postpaid Convergent Rating Engine to support voice, data, and content scenarios
- Risk management and spending control: dynamic real-time, post-call or hybrid rating options to minimize your exposure to fraud





- Unified Services & Tariffs: same services & tariffs irrespective of rating and payment method – the usage charge will be the same irrespective of the method used to rate it.
- Roaming support with CAMEL and IS-826
- Multiple wallets/balances: ability to have separate wallets for business and service levels (e.g. wallets can be set up for premium rate and discounted rate time frames)
- Support systems for Multiple Payment Options: via credit card, voucher, debit card, cash, etc.

Our Integrated Prepaid Solution offers major business benefits.

Ready for 3G

SchlumbergerSema has developed the most advanced rating engine on the market, based upon our proven expertise in developing both in-call and post-call rating engines. The rating engine is capable of performing real-time rating, hot rating and post call rating of data, content and voice rating, which enables you to give subscribers the choice for preferred payment methods. With balance-based charging, you benefit from the ability to control how high risk and low risk calls are rated whilst your customers can benefit from the ability

to control their balances in the way that suits them best.

Faster Time to Market and Lower Cost of Ownership

Our solution enables you to deploy advanced value-added services that subscribers are ready to pay for, faster than competition, which translates into higher revenues per subscriber and helps you recover your 3G infrastructure investments sooner. The solution is designed to be your bridge towards prepaid/postpaid convergence and all of the opportunities that it offers.

Faster Return on Investment

Our solution enables operators to deploy advanced value-added services that subscribers are ready to pay for, faster than competition, which translates into higher revenues per subscriber for operators and helps them recover their 3G infrastructure investments sooner. The solution is designed to be operator's bridge towards prepaid/postpaid convergence and all of the opportunities that it offers.

Greater Loyalty, Lower Churn

With our Integrated Prepaid Solution you'll know a lot more about your subscribers. You can identify prepaid

subscribers most likely to churn, and offer attractive new targeted tariffs, recharge promotions and other incentives. And since manageability is now a key driver for your prepaid base, you'll empower them with self-care and spend management facilities, giving them the control they want over an increasingly rich mix of services.

Best-of-breed solutions

SchlumbergerSema has consistently delivered industry's most innovative prepaid and postpaid applications since 1985, with both prepaid and postpaid solutions installed and running at multiple customer sites. SchlumbergerSema enjoys unique domain expertise in both markets and is the vendor of choice for operators looking to deploy converged billing systems ahead of the competition. Whether you need just one piece of our offering to fit into a legacy environment, or a complete system, SchlumbergerSema puts you in control of your future, providing the highest level of system flexibility and return on investment.

Modular Prepaid Solution

Prepaid IN

This is the core of SchlumbergerSema Integrated Prepaid Solution. It is an open carrier-grade platform with the functionality and flexibility to support multiple network based services in 2G, 2.5G and 3G environments, and a convergent rating engine that supports the richness of a 3G post-paid tariff plan in real-time. It empowers you to manage high and growing volumes of subscribers effectively, while keeping cost of ownership down. The platform offers the following advantages:

- Intelligent Network architecture for call control, true real-time rating, balance management services and IP (Intelligent Peripheral) functionality – all from the same fault-tolerant platform
- Highly flexible rating engine for voice, data and content for both GSM and ANSI-41 environments
- Real-time charging of roamed calls through CAMEL and IS-826 support
- High call volume capability - up to 7 million calls per hour

PreView

PreView is a prepaid administration and customer care platform targeted specifically for the needs of the prepaid service.. Able to interface with any rating and credit management platform, your creative marketing programs can be leveraged to the full, while maximizing the effectiveness of your customer care skills. Operators will benefit from:

- Full Subscriber Lifecycle Management
- Configuration of Promotions
- Extensive Fraud management capabilities
- On-line Interface for Subscriber Management
- IVR/WEB/WAP Self-Care
- Audit trail for full account history
- Voucher Lifecycle Management
- Secure voucher data handling
- Internal PIN generation for the voucher production
- Multiple Refill Options
- Real-time Recharge Promotion Calculations
- Fraud Management and Prevention
- High Availability

IPRS

IPRS is a payment and refill server providing rich functionality in the management of prepaid recharges and refills. It provides the rich functionality and end-to-end voucher lifecycle management capability that is required in this evolving market.

IP with USSD Gateway o Network element that enables in-call voice announcements as well as provides USSD callback services to facilitate seamless roaming across non-CAMEL 2 compliant networks.

