Hosted Policy Engine
Take the Fastest Path to Maximizing Data Revenue

Mobile data consumption is continuing its unparalleled growth. While this trend has created opportunities for mobile network operators, it has also led to significant challenges such as balancing network costs and congestion with optimizing the end user experience. With Hosted Policy Engine, you can successfully address these obstacles, while monetizing your existing infrastructure and customer base.

Hosted Policy Engine is the world's first cloud-based policy management solution for mobile network operators. The pre-integrated offering includes Policy and Charging Rules Function (PCRF) and Policy Charging and Enforcement Function (PCEF) as well as analytics and reporting. These capabilities enable you to more efficiently use resources, respond to market opportunities and drive customer loyalty through highly targeted service delivery.

Monetize through Differentiation and Personalization

Hosted Policy Engine provides capability in pinpointing both the amount and type of data consumed. This enables you to design diverse subscriber data packages, such as for heavy social media or streaming content usage. You can also more easily implement marketing activities, including promotions and loyalty programs, through Tata Communications' unique pay-as-you-use commercial model.

Optimize your Network and the Customer Experience

Providing a high-quality user experience is key to customer loyalty. With Hosted Policy Engine, you can benefit from detailed analytics outlining specific applications and sites that are being accessed, as well as QoE measurements which deliver alerts on potential network issues. This intelligence can be used to design plans and manage bandwidth, allowing you to deliver optimal performance for your most valuable customers. These traffic management techniques also improve network efficiency and reduce network costs overall.

Reduce Risk and Time-to-Market

Benefit from accelerated deployment time and less risk with a pre-integrated and proven solution. Hosted Policy Engine enables you to be more agile to market changes and increase revenue opportunities with quick implementation of policy applications. As a fully-managed service, backed by Tata Communications' expertise in policy design and configuration, you are provided with consistent subject matter experts for the life of the service.

Benefits

- Lower implementation risk and faster time-to-market with a cloud-based, fully managed solution
- Reduced total cost of ownership with pay-for-consumption and pay-as-you-grow business model
- Identification and precise analysis of applications as consumed across your network
- Ability to respond to opportunities more quickly and increase revenue with promotions and loyalty campaigns
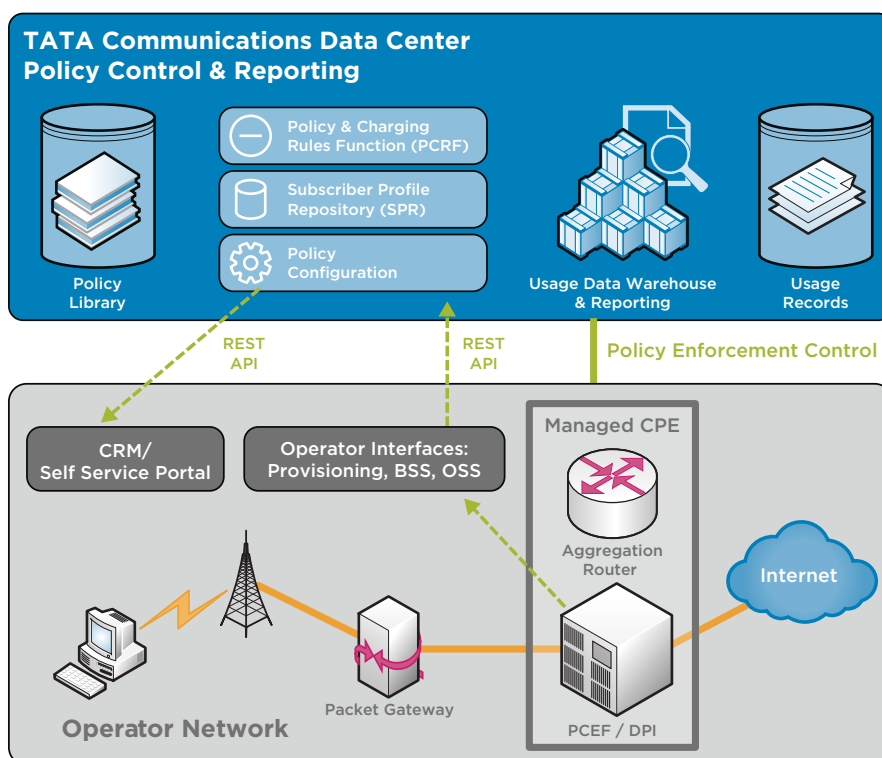
"A hosted (next-generation policy management) solution offers a faster and more efficient way to get new services to market while also providing a more predictable cost structure."

— Shira Levine
  Directing Analyst, Infonetics

The Tata Communications Advantage

Hosted Policy Engine makes policy management simple, integrating subscriber-level traffic detection, analysis and policy management across GSM/HSPA, CDMA, LTE, WiFi and fixed Broadband. Each implementation is comprised of a private and secure instance, providing you with peace of mind, combined with the economies of scale of a service hosted in our data center.

High-Level Solution Design and Integration Points

Features

- Highly scalable PCEF and PCRF components, enabled through partners Procera Networks and Tango Telecom, respectively

- Managed services support for pre-integration

- Traffic analysis including OSI Layer 4 (transport) through OSI Layer 7 (application) signature analysis with 95% true-positive identification of internet traffic signatures

- Extensive policy library that is easily configured to create new services

- Rich live and historical reporting with detailed records for Data Warehouse/BI

- Granular session, application and subscriber awareness and control

- Lightweight integration with existing systems and processes, enabling faster integration and minimal impacts to MNO infrastructure

- Support across heterogeneous networks independent of packet core evolution

About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers. The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries and territories across 400 PoPs, and nearly 1 million square feet of data center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)