

GLOBBERRY POLICY AND CHARGING RULE FUNCTION (PCRF)

TAKE YOUR BSS EASY

Service provider class system for managing the subscriber's individual and group Internet access policies in the operator's networks. It is intended to help CSPs in delivering pricing innovation, competitive differentiation, new product introduction and consistent customer experience. The product can be used as a main PCRF and a secondary PCRF to serve a subset of subscribers (MVNO, large corporate customers) or respond to urgent regulatory or market requirements. Globberry PCRF is a part of the pre-integrated Globberry Policy Management Suite but can be deployed as standalone solution integrated with the operator's BSS environment

Benefits

- **Ease of Policy Administration:**

Business rules are easy to manage with intuitive GUI. It reduces the demands on operations staff, and implementation of policy changes becomes a simple operational routine

- **Improved Scalability:**

Modular microservice architecture allows flexible scaling to match performance demands without PCRF redeployment and service interruptions

- **CAPEX Reduction:**

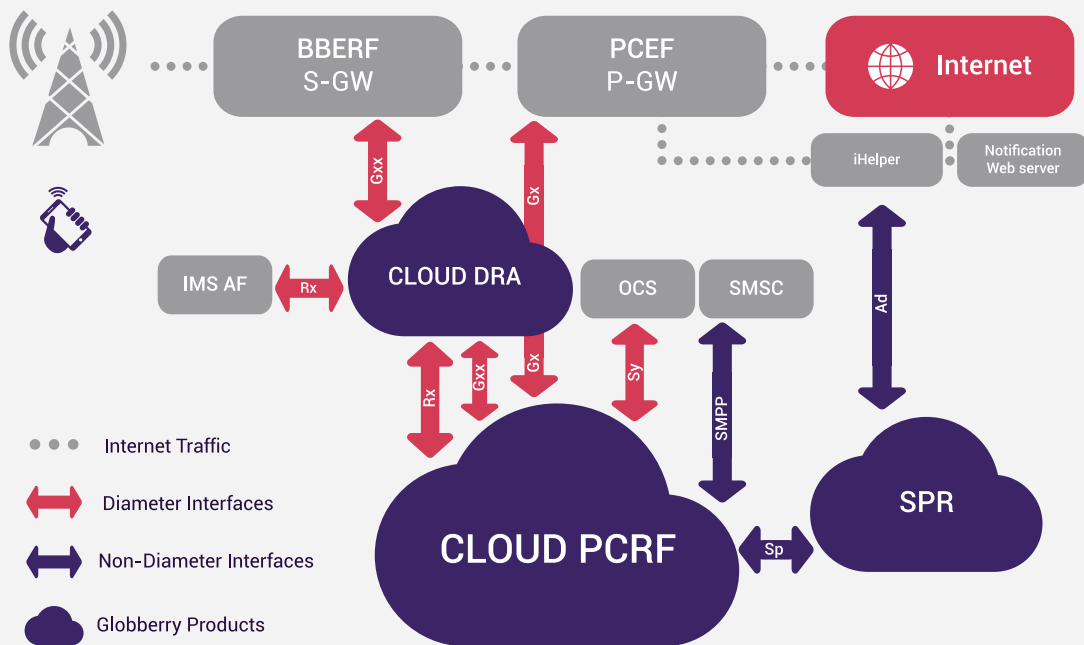
The product is built on top of open source software frameworks. No additional CAPEX for 3rd-party software

- **Cloud Ready:**

The distributed architecture lets the operator deploy Globberry PCRF on physical or virtual servers, including servers in the private or public "cloud"

- **Open Interfaces:**

All Globberry PCRF interfaces with other network components are implemented according to standardized open protocols



With Globberry PCRF You Can

- Quickly and easily update existing products or create new products and services, by configuring new data usage policies
- Create a new class of products with varying bandwidths, dynamically changing with the subscriber's traffic consumption
- Implement products dependent on the session APN, subscriber location or any other data session attribute
- Introduce special plans for popular Internet applications and sites
- Provide free access to selected websites and applications
- Collect additional revenue from subscribers by selling them paid traffic bundles (turbo buttons) on demand
- Personalize product attributes to the needs of individual subscribers, with a process driven by the subscribers themselves
- Modify access speeds or fully block data access to subscribers
- Provide special data access policies to subscribers in roaming and notify them in the case of excessive data usage to prevent bill shock
- Collect and analyze data usage statistics to create products that maximize an operator's revenue and provide additional value to his subscribers

Key Product Features

Policy Control: Calculation and real-time application of data access policies based on business rules of any complexity

Flow-Based Charging: Installation of policies separating the subscriber data into flows depending on traffic direction, protocol or Internet application, with subsequent application of different charging rules

Shaping and Gating: Limiting data transfer speeds or blocking data transfer at a flow level or at the session level

Usage-Based Policy and Charging: Accumulation of traffic usage data on a session, service or flow basis, policy modification based on the traffic volumes consumed

Personalized Policies: Service and parameter-dependent data usage policies, real-time policy modification with service or parameter changes

SMS and Web Notifications: Policy change notifications via SMS messages or by http traffic redirection to preconfigured web pages with relevant information

Usage and Policy Reporting: Integration with self-service portals and other operator systems, with the purpose of providing data on subscriber traffic usage and current service conditions

Policy Control in Roaming: Application of special data usage policies for subscribers in roaming

Advice of Charges: Control and notification of excessive data usage, especially by subscribers in roaming, with the goal of preventing unexpected charges