



The Agility Platform for Monetizing Business Innovation

Communications Service Providers (CSPs) including mobile, Multiple System Operators (MSOs), OTT, and media providers, are facing rapid disruption with significant revenue and margin pressures. With declining landline and voice revenues, disruption in video and connectivity, industry consolidation, and shrinking product lifecycles, CSPs must transform rapidly.

New opportunities are also changing the game. Emerging digital services, OTT content, and IoT data provide incremental revenue streams only if they can be effectively monetized. The convergence of quad play is further complicating services, delivery, and the customer experience. No matter what channel, customers can expect more services and will demand simpler experiences. In this increasingly disruptive world, CSPs need cloud-enabled speed to go to market quickly with a wider variety of products and services and then the ability to test and iterate upon these offerings. And, they need to do all this without having to compromise on enterprise-grade scalability, performance, and security.

To take advantages of these new businesses, teams must be able to easily manage these challenges with a system that is agile, responsive, and plays well with existing systems.

Yet, CSPs have spent the last decade consumed with preserving their legacy Business Support Systems (BSS), which are now at the end of their useful life. The legacy technology that has well served traditional voice models, now stands as a bottleneck to the extension of digital services. To be successful, CSPs need to complement their expensive, slow, insulated BSS/OSS systems to deliver more agile services and simpler, better customer experiences.

Complement Legacy Systems to Boost Performance

Aria for Communications was created in response to market demand for an offering that enables a bi-modal architecture strategy in which Aria governs the monetization of new business and easily integrates with existing legacy BSS systems that manage the core business. Existing businesses run without interruption, while Aria's agility layer facilitates the speedy delivery of new, bundled, and rapidly evolving digital services.

Aria complements legacy on-premises BSS/OSS systems and provides agility and responsiveness:

- Faster time to market and revenue with rapid implementation and customer and process setup through configuration, not code.
- Easily integrate via standard connectors and APIs to existing BSS and OSS components including: web portals, mediation systems, CRM systems, e-commerce platforms, business intelligence solutions, ERP/GL systems, and more.
- Orchestrate the dissemination of customer data to the correct complementary systems as needed, and rapidly iterate the product catalog of services and pricing across market segments, geographies, and currencies.
- Prepare accurate invoices and statements regardless of plan changes; feed invoices, and invoice lines and transactions into existing systems of record. Works hand-in-hand with existing systems (including CRM, existing billing platforms and financial systems) to calculate recurring revenue, churn, and forward-looking metrics associated with any type of consumption model.

With Aria there's no costly, time-consuming replacement or upgrades of outdated, engrained legacy systems.

Accelerate Business Innovation

The Aria cloud-based monetization platform gives CSPs the speed and agility needed to compete effectively in today's intensely demanding market. Only Aria has the building blocks so that CSPs can successfully manage the monetization process across new digital businesses:

- Process Management – Automate core billing and revenue management capabilities including:
 - Product Management – Dynamic and extensible hierarchical product catalog for sophisticated subscription and usage-based pricing, bundling, promotions and discount management without SKU proliferation.
 - Agile Billing Management – Timely, accurate billing with human intervention only on an exception basis.
 - Customer Management – Extensible hierarchical account to manage multiple payment options per account and per plan. Monitor and influence customer behavior via actionable customer insights.
 - Financial Management – Billing and revenue recognition with the ERP/Financial Management system of record.
- Event Management – Tailor business processes and event management across the ecosystem via Aria Active Orchestration™ APIs and workflow

- Line of Business Enablement – Empower business users with direct control—through configuration not code—to better monetize their offerings
- Enterprise Grade Scalability & Security – Trust your monetization operations and connectivity to the leader in enterprise monetization
- Out-of-the-Box Integration – Go live quickly with Aria’s broad library of APIs for B2B connectivity as well as FTP data sharing
- Rapid Time to Value – Transform your digital business and go to market faster with the proven experience and expertise of the market leader

Leverage Cloud Benefits

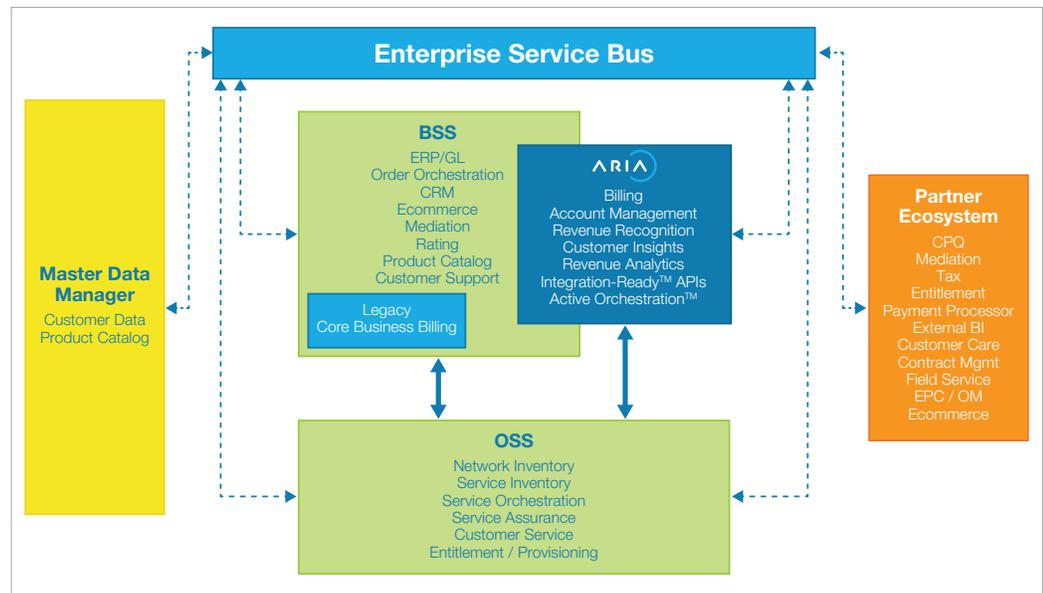
Aria provides a monetization platform that leverages the Cloud so CSPs can grow their business without limits or delays. Since availability, uptime, and storage are effectively outsourced, CSPs can focus their internal resources on adding customer value instead of managing infrastructure. Cloud services allow CSPs to efficiently and rapidly scale up or down capacity to serve global markets without loss of performance, throughput, or data. Without on-premises storage limitations, resource constraints, or talent issues, enterprises can seamlessly respond to unexpected traffic spikes. Finally, cloud-based companies like Aria sell via a recurring revenue model, enabling teams to pay as you go to conserve cash flow.

No Rip and Replace

The new way forward leverages an agility platform that works with legacy BSS systems and injects speed and agility into business innovation. In addition, Aria has a broad library of APIs for B2B connectivity as well as FTP data sharing.

Go to Market with a Wider Variety of Offerings

Aria provides the widest range of agile monetization models, which allows teams to quickly iterate and tailor pricing, bundling, and promotions without manual coding. CSPs can rapidly update product catalogs across market segments, geographies, and currencies. Aria Active Orchestration™ synchronizes data across ecosystems, coordinates push-pull actions for real-time offers and self-service capabilities that delight customers.



Aria Sample Deployment Architecture

About Aria Systems

Aria Systems cloud-based monetization platform is the consensus analyst choice, top ranked by leading research firms. Innovative enterprises like Verizon, Roku, Telekom Denmark, and Italiaonline depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription and usage-based offerings.

For more information go to www.ariasystems.com or contact Aria at info@ariasystems.com or 1-877-755-2370.