Lucent Technologies
Bell Labs Innovations

Lucent Technologies – The name to trust in GSM-IN Prepaid

The attractions of prepaid for subscribers and operators alike have meant dramatic increases in the size of the prepaid market throughout Europe. Among the 15 (predominantly West European) markets analysed in a recent report by Prodata Partners*, prepaid penetration stood at 19% in March 1998.

The company forecasts that prepaid penetration of the same markets will reach 44% by the year 2007. The task for operators now is to support high subscriber volumes and differentiate their services from the competition – often by means of value added features based on an Intelligent Network (IN) platform. And no-one has a stronger pedigree in IN than Lucent and the world-renowned Bell Labs.



Prepaid service has far exceeded initial expectations. It has become the single most important service for mobile network operators, and for a number of good reasons:

- Prepaid opens new market sectors and grows the total market.
- It helps cashflow by generating revenues upfront.
- Subscriptions can be sold through retail outlets such as garages and supermarkets, charging lower commissions than mobile phone dealerships and giving greater accessibility.



- There is no need for time-consuming, costly credit checks or printing monthly bills.

For their part, subscribers have taken up the services because of a feeling of easy cost control, the absence of credit checks and contracts, and the simplicity of purchasing a phone and service package.

As prepaid services have matured they have attracted a wider following, beyond the initial target market of the "credit-challenged"

* Prepay Cellular: Current Strategies, Future Implications. Prodata Partners Ltd, July 1998.



subscriber unable to obtain post-paid service. It now includes budget conscious users and business users looking to control the cost or use of their phone.

The first requirement of many new and growing operators is a mobile prepaid service that is flexible, scalable and offers high capacity. "Operators need flexibility, so that they can stay one step ahead of their competitors by offering services that are tailor-made for individual market sectors", commented Matthew Vincent, Lucent's IN Product Marketing Manager.

"But they also want a prepaid solution that can grow as traffic grows, and one that will last.



For that they need a high capacity, standards-based, scalable solution. That means IN", he added.

Future-proof IN platform

A growing number of network operators are coming to this conclusion. The answer for them is an IN platform that supports prepaid, has the capacity to meet current demand, the scalability to grow and the flexibility to offer other value added services as they are needed.

With over 25 years experience in IN and more than 250 systems offering multiple services already sold worldwide, it is no surprise that Europe's mobile operators are calling on the expertise and skills of Lucent Technologies, at its GSM Global Headquarters in Swindon, UK.

Lucent's IN solution has always been based on open architecture to facilitate a scalable, flexible, innovative platform for its customers. Lucent supports ETSI INAP and CAMEL, so that operators have the reassurance of knowing they can link their network to Lucent's platform quickly and without complication, no matter who their supplier.

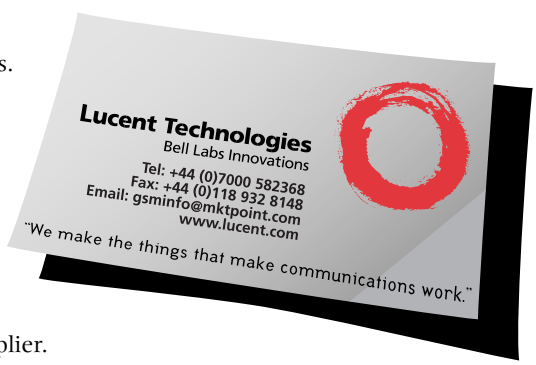
As well as its importance in delivering these new services today, Lucent maintains that IN is a vital factor in the convergence of fixed and mobile telephony and in the migration towards Third Generation mobile networks.

With so much at stake, choosing the right IN supplier is critical. When it comes down to it, you need a name you can trust.

Lucent's IN solutions

Lucent offers a range of other services to its customers using its IN platform. These include, Virtual Private Network (VPN), Usage Limitation, Personal Number and Advanced Routing Services such as, Freephone. These are based on Lucent's IN platform which includes, Service Control Point (SCP), Service Management System (SMS) and flexible Service Creation Environment (SCE).

Lucent Technologies
GSM Global Headquarters
Optimus
Windmill Hill Business Park
Swindon
Wiltshire, SN5 6PP, UK



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