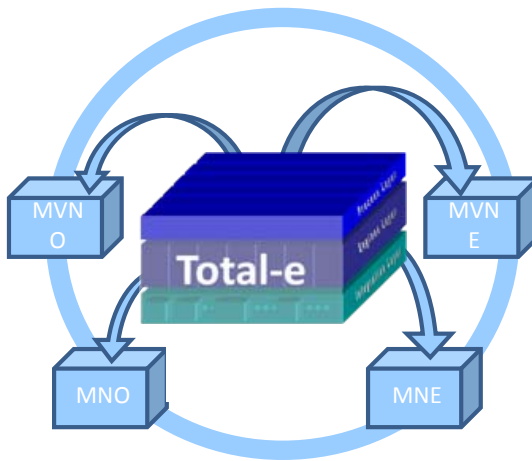


# Total-e

*The ONLY Tangible Solution for your Virtual Networks*



MVNOs and MVNEs require an advanced convergent billing platform that efficiently handles virtual mobile networks.

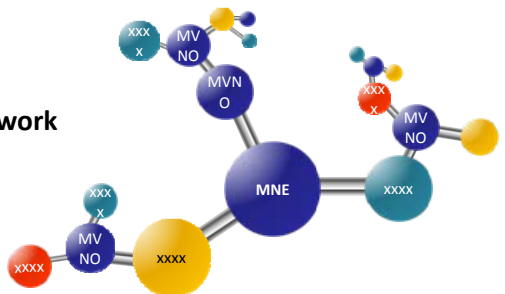
That is why you need **Total-e**

Nevermind the scale, application, network or payment method of MVNx, CITINet's Total-e platform can offer the most suitable environment for them.

It is very easy to "plug" Total-e to any interface of MVNx existing application. Its powerful and flexible convergent idea can avoid unnecessary cost for the new applications which is really a cost effective expansion. Whether you connect to a MNO running on CDMA, GSM, WiMAX and more, it supports what you need right now and in the future. It provides you a wide range choices for customer as supporting prepaid and postpaid.

Total-e has proven itself on worldwide various models. Its rich experience can really give you a reliable prop.

## Connecting Mobile Virtual Network Enablers and Operators



## The MVNO&MVNE Value Chain

Entity	Mobile License	Infrastructure	Direct Customers	Network Routing	Roaming	Marketing & Sales	CC&B	Supported by Total-e
MNO	V	V	V	V	V	V	V	V
MNE	V	V		V	V		V	V
MVNE				V	V		V	V
MVNO			V	V	V	V	V	V
SP			V			V	V	V
Branded Reseller			V			V		V
Retailer						V		V

## New challenges, new business models In one billing system

Service providers have to meet the challenges in constantly evolving markets and new emerging business models. One of the new developing business models is that combined with multi-providers. Multi-providers include dividing the international providers into different geographically-based providers:

Application Service Providers (ASPs) that outsource billing services for external service providers; Mobile Network Virtual Operators (MNVOs) and service wholesalers that manage services for Virtual Service Providers (VSPs) which in turn retail services to consumers. Service providers need a flexible billing system to support today's dynamic market changes.

Total-e supports the new developing multi-provider business models by offering multi-provider branding capabilities from one central location and allows individual providers to create and maintain a separate identity while sharing the same billing system with other providers.

## We deliver a comprehensive business system for MVNOs!

The Mobile Virtual Network Operator (MVNO) is the large media groups established as mobile operators and regulators legislate to encourage MVNO competition in some kind of markets. The common MVNO requirement is the need to differentiate from incumbents. To successfully achieve this goal, there is a clear need for a fully flexible pricing, rating, settlement and billing system.

- Offer customized packages including diverse services, promotions and discounts to specific customer segments and existing customer base
- One single solution for mobile data and voice services, enabling the bundling of services for MMS, video and voice
- Consolidate transaction data across multiple services, and customize how the data is presented to customers and partners
- Offer a one stop shop with Customer Care and Accounts Receivable and Payable modules accessible from a single web interface.

Minimum Integration time and effort.

- Total-e mediation and provisioning modules provide the MVNE ready to use integration with the various network elements (i.e. IN, HLR, SMSC etc).
- Enables MVNE to offer competitive and coherent services to its MVNO's with minimum integration time and effort..
- Rapid introduction of new services – deployments of various models.

## Seamless Branding

- Separate customer experience for each MVNO (e.g. branding of Self Care, Customer Care, Bill layout).
- The platform provides the ability to brand various modules, including billing, rating, customer care user interface, taxation rules, languages, currencies and more.

## Prepaid / postpaid convergent service

- Covers all prepaid and postpaid models on a single platform
- Total-e pre/postpaid convergent service allows MVNO's to increase revenue and control costs in real time.

## Proven experience

- Best practice knowledge and functionality
- Reliable solution implemented worldwide