

Network Norway Chooses Volubill for Bill Shock Management

Solution will help operator comply with new EU roaming regulations

London—May 13, 2010— [Volubill](#), the leading provider of real-time policy and charging solutions, today announced that Network Norway has chosen to implement Volubill's standards based PCRF solution - CONTROL-IT - to comply with the European Union's (EU) new Bill Shock data roaming regulations. Volubill's solution will be tightly integrated with Network Norway's existing network environment based on Cisco GGSN and CSG2 technology. The deployment with Network Norway builds on a successful year for Volubill in which the company has already seen five new deployments of their charging and policy control products.

"Bill shock," which occurs when subscribers receive an unexpectedly large bill for their mobile service with no prior warning, has become a growing problem in the midst of a rapid increase in mobile data consumption. In response to this issue, the European Commission [mandated a new rule](#) requiring EU mobile operators to offer customers the choice to cap their data use while roaming within EU member countries. The new regulation is designed to help reduce bill shock symptoms that degrade the overall customer experience.

"As mobile data usage continues to increase, bill shock reduction has developed into an increasingly-prominent and immediate pain point for today's mobile providers," said John Aalbers, CEO, Volubill. "Companies like Network Norway have realized that in order to preserve a high quality of experience for customers in the new mobile environment, they need to be able to keep their customers updated about their network usage and what it's ultimately going to cost them. Volubill's bill shock management solution gives them that ability."

Volubill executives will be leading discussions at TM Forum's Management World 2010 conference in Nice, France, May 18-20th examining how policy control and traffic management technologies can help providers strengthen their bottom line and deliver a higher quality of experience to customers. For more information about all of Volubill's activities in Nice, [visit the Volubill website](#).

About Volubill

Volubill provides policy management, policy enforcement and charging solutions to telecommunications service providers. With the exponential growth in the volume of mobile data traffic and increasing customer expectation, Volubill's solutions enable operators to maximize revenues, and eliminate revenue leakage and fraud whilst delivering a personalized service experience. Volubill's CHARGE IT™ and CONTROL IT™ manage bandwidth based on subscriber and service centric usage policies & quotas; offer real-time granular charging for any data, content, VoIP or messaging service; and enable service providers to differentiate themselves through innovation. Volubill is global, with over 80 operator customers worldwide.

Further Information

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