

VoluBill launches Track em – a Real Time, Data Intelligence solution for Next Generation and 3G services

- Identifies which Users are doing what on the network so that operators can better understand their customer's usage patterns
- Identifies and categorizes all types of data traffic over fixed and mobile networks down to a very granular level

France, 16 May 2006: VoluBill, a leading provider of flexible data charging solutions to telecoms operators, today formally launched its "Track em" product, a sophisticated, real time, network monitoring solution that provides operators with never before available detail on customer activity on their network.

"Imagine being able to identify who the top 5000 users of Skype are on your network." said John Aalbers, CEO at VoluBill, "Track em makes this option possible for operators. Our cutting edge solution provides the innovation to enable operators to target specific users with creative marketing campaigns or service bundles and help fight against diminishing revenues." added Aalbers.

The information collected by VoluBill's solution can help operators detect and act upon network usage that potentially undermines their overall profitability. This is achieved by giving operators the power to restrict, block or charge users for specific traffic at a premium rate or on a subscription basis as well as individually market services in ways that specifically reflect a customer's unique usage pattern.

"VoluBill's new Track em solution allows "non-intrusive" detection and classification of over 250 application protocols and can provide highly detailed information about the type of IP network usage, as well as emerging usage trends and specific data on individual customer usage," explains David Fielding, Product Manager at VoluBill. "When Track em is extended to be "intrusive" within the network, it can be used to tag packets so that subsequent downstream components treat them in a special manner. By combining Track em with VoluBill's data charging product: Charge it™, detected protocols can be controlled, blocked or

charged, providing operators with a high degree of revenue and network protection.”

With the launch of 3G and WiFi networks and the increase in usable bandwidth, mobile customers are accessing applications that were once only available over a broadband connection. They include P2P applications such as Skype™. The problem with these types of services is that, mirroring the broadband networks, they begin to generate massive traffic levels on an operator’s mobile network for very little or no incremental revenue. Among the major concerns is the potential for major revenue loss as certain types of services like Skype can cannibalise traditional voice and SMS services by providing a free or low rate alternative service.

VoluBill provides a comprehensive data analysis solution to address these operator concerns. Explains Fielding: “The main issue for operators today is that they don’t know what their network is being used for and by whom. Track em gives telecoms providers visibility on what is happening to assess whether they need to be looking at singling out particular services or particular groups of users. With the relevant information provided, operators can then implement appropriate charging strategies to address potential lost revenue.”

VoluBill is also offering a packaged service around Track em. The system is installed for a fixed period of time and the operator is provided with a snapshot and analysis of the current network usage. A number of VoluBill’s existing customers have already used this service and been surprised by the profile of the traffic. In one case this resulted in changes to the operator’s charging models.

About VoluBill (www.volubill.com)

VoluBill is the leading independent provider of real time charging, control and monitoring solutions for IP-based services. VoluBill's state of the art "on the wire" technology provides the basis for a range of high value, real time applications such as charging, control, monitoring, packet tagging

and revenue assurance. Operators around the world are using VoluBill's solutions for:

"Zero leakage" Prepaid and Postpaid data and content charging

- Monitoring, charging and control of the full suite of 3G services
- Peer to Peer services (e.g. VoIP) monitoring, charging and control (blocking, de-prioritisation or premium charging)
- Monitoring, charging and control for IMS and converged Fixed-Mobile networks

- Overcoming the limitations of GGSN based solutions
- Enhancements to existing M-Payments and M-Commerce solutions.

Founded end of 2001, VoluBill is a privately owned company, backed by strong International investors (Deutsche Venture Capital, Sofinnova Ventures, Sofinnova Partners, Argo Global Capital and SPEF Ventures) with customer reference sites across the globe.

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