

Volubill Signs Four Policy Management (PCRF) Deals in Six Weeks

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Further confirmation that Volubill is rapidly emerging as the market leader in customer centric Policy Management solutions in developed, growth and emerging markets worldwide

London, 23 March, 2010—Volubill, the leading provider of real-time policy and charging solutions, today announced that it has secured four new policy management deals over the past six weeks, confirming that communications service providers (CSPs) are recognizing the importance of effective policy management solutions to re-invent tariff plans and better manage network usage. The new deals represent wins in the USA, Caribbean, and Northern Africa, cementing Volubill's position as a policy control leader around the world.

By effectively integrating Online Charging (OCS), Policy Management (PCRF) and Policy Enforcement (PCEF) capabilities operators get themselves into a position where they can support deeper market segmentation in a very customer centric way. By having the flexibility to implement a wide variety of charging models and customer service level packages and the crucial ability to enforce them in the network in real time, operators can reconnect the revenue model with the cost model for data services. Most operators are struggling with the growth in demand for bandwidth whilst being locked into some form of capped revenue model. This triumvirate of capabilities provides a powerful solution.

"Volubill's expertise in policy management, policy enforcement and real-time charging from a holistic solution perspective, helps providers reconcile the disconnect between increasing data consumption and capped revenue models," said John Aalbers, CEO, Volubill. "The insatiable growth in demand for bandwidth, declining satisfaction experienced by data subscribers as networks become clogged, and expected migration toward deeper tiered pricing plans have heightened the need for effective usage policy and charging solutions. These solutions bring the kind of real-time data management that providers need to regain control of their business models."

CONTROL-IT and CHARGE-IT, two of Volubill's flagship product suites, have proven especially important for providers seeking to alleviate their customers' concerns about quality of experience while also remaining profitable as network resources become scarcer. Particularly beneficial are features that help with bill shock management, segmented charging and usage management and tracking, enabling providers to offer more personalized, segmented services to customers and a better quality of experience overall.

Later this week, John Aalbers will be speaking at Light Reading's dedicated [Policy Control, DPI & the Mobile Packet Core Event](#) at CTIA Wireless 2010 on March 24, 2010 in Las Vegas.

Volubill will also be speaking at TM Forum's upcoming [Management World 2010 conference](#), May 18-20, 2010 in Nice, France. Volubill vice president Ben McCafferty will present a joint session on policy's role in effective revenue management with Bruno Goes, CTO, Asia Pacific and Middle East, Orange. The session will take place on Tuesday May 18th at 2:00pm local time.

If you're a member of the press or analyst community and would like to speak with Volubill at either event, please contact volubill@marchpr.com to arrange a meeting.

About Volubill

Volubill provides innovative "on the network" charging and policy control solutions to telecom operators worldwide. The company's solutions enable operators to manage bandwidth based on subscriber- and service-centric usage policies and quotas in order to maximize revenues and service experience and eliminate churn. Transcending the boundaries between the network and IT systems, Volubill provides flexibility and unlocks the potential of real-time BSS integration. Founded in 2001, Volubill is a global company with more than 70 customers worldwide.

Further Information

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