SP Wi-Fi Service Manager for Cisco Prime

To stay competitive in today's fast-moving market, service providers must be able to rapidly develop and roll out value-added new services. At the same time, they need to capitalize on their subscriber and Wi-Fi network resources.

The SP Wi-Fi Service Manager for Cisco Prime™ is proven carrier-grade policy and subscriber data management software that helps enable service providers to control, monetize, and personalize their Wi-Fi offerings. By combining the robust network control, service differentiation, and deep packet inspection capabilities of the Cisco® Intelligent Services Gateway (ISG) and Cisco Service Control Engine (SCE) platforms with the SP Wi-Fi Service Manager for Cisco Prime, service providers can both optimize their networks and offer a cost-effective method of offloading large amounts of mobile data traffic.

Value-Added Services

With the SP Wi-Fi Service Manager for Cisco Prime, service providers can quickly deploy value-added use cases such as the following.

- Subscriber authentication and authorization:
  - RADIUS and Diameter authentication protocols
  - Wireless Internet Service Provider roaming (WISPr) protocol 1.0 and 2.0
  - Transparent Automatic Logon (TAL)
  - 3GPP-compliant Policy and Charging Rules Function (PCRF)

- Subscriber service web portal:
  - Standard Wi-Fi portal login pages
  - Service provisioning pages: Time-based passes, quality of service (QoS) tiers, and promotional and advertisement-sponsored access
  - Subscriber management pages: Username/ password creation, contact information, and service provisioning

  - Credit card purchase page
  - Content management pages

- Tiered services:
  - Applying policy rules based on the service plan — such as bandwidth speed, usage limits, number of logins, and more — on a per-tier basis
  - Segmenting a subscriber base by offering differentiated services and pricing

- Quota and usage control:
  - Creating time and/or usage-limited passes (for example, hour, day, week, and month-long passes)
  - Tracking and applying daily, weekly, or monthly billing cycle usage limits
  - Applying Pay as You Go (PAYG) top-ups and/or downgrades when subscribers exceed usage limits
  - Controlling roaming overages and reducing customer bill shock

- 3GPP mobile data offload — a cost-effective option for reducing mobile data traffic congestion by offloading traffic through the Wi-Fi network:
  - 3G Mobile/Long Term Evolution (LTE) integration with Gateway GPRS Support Node/Packet Data Serving Node (GGSN/PDSN) technology, including the Cisco ASR 5000 Evolved Packet Core (EPC)
  - Diameter/RADIUS Extensible Authentication Protocol (EAP) authentication
  - Diameter Gx/Gy Policy and Charging Control (PCC) for 3GPP LTE architecture functionality

Unified, Comprehensive Solution

The SP Wi-Fi Service Manager for Cisco Prime offers industry-leading performance, high availability, and disaster recovery, and it simplifies the network

architecture by using a single subscriber repository that draws from older data sources without conversion or revision. The solution includes a virtualized, purpose-built policy platform that provides real-time management of subscriber sessions, applications, and network resources based on service provider–configured business rules and subscriber data management.

With the SP Wi-Fi Service Manager for Cisco Prime, service providers can:

- Rapidly define new service plans using customizable policy building blocks
- Simplify policy control and service catalog management
- Accelerate time to market for new service plans
- Increase revenue through market segmentation
- Improve customer satisfaction with personalized, tiered, and interactive services
- Reduce operating costs

Why Cisco?

Cisco leads the industry in policy management deployments, with the only policy platform to offer network control, subscriber awareness, application integration, and service monetization. Cisco is committed to promoting innovation in the service provider market and continues to develop new products and solutions to help service providers transform their networks to more profitable, service-rich, and flexible IP next-generation networks (NGNs). Cisco provides world-class networking solutions that allow service providers to dramatically boost sales, improve customer satisfaction, and increase profitability.

For more information, visit www.cisco.com/go/prime-sp-wifi or send an email to ask-prime-policy@cisco.com.