Turbo Boost for Mobile Broadband: Gain New Revenues with Bandwidth On Demand Services

Introduction

Subscribers sometimes want the ability to upgrade the performance of certain high-bandwidth applications for a specific time period. Operators can gain additional revenue by offering users the ability to turbo-boost application performance on demand. For example, the mobile operator might detect that a subscriber to its lowest-tier pricing plan is playing an online gaming application. During the session, the operator offers the user the ability to increase available bandwidth for the remainder of the gaming session, and the user, who really wants to win the game, accepts the additional charge for the Turbo Boost. Optionally, operators might also expose a network API for over-the-top (OTT) application providers who can bundle in an operator network-enabled "turbo boost" capability in their bandwidth-intensive services, to ensure a satisfactory user experience while sharing revenue with the operator.

What Is the Opportunity?

Provide subscribers the opportunity to purchase on-demand upgrades to quality of service (QoS) when accessing specific high-bandwidth applications.

What Are the Challenges?

- Allowing users to dynamically improve performance of an application at the time of its usage
- Implementing effective business models with application providers to embed the turbo boost capability into their services on an as-needed burst basis to ensure quality of the user experience

How Will This Impact My Business?

- Gains new revenues from users upgrading QoS on demand for applications of their choice. For example, an operator could offer a user playing a massively multiplayer online (MMO) game or watching a streaming high-definition video a bandwidth speed upgrade for the session. See Figure 1.
- Creates higher uptake rate for service upgrades when offered dynamically "in service"
- Exposes an API for OTT application providers, increasing operator's partnership revenue opportunities

Figure 1.   On Demand Turbo Boost for Mobile Streaming Video

What Do I Need?

- **Cisco® ASR 5000**: Purpose-built mobile multimedia core platform that delivers the performance and intelligence required by today's mobile networks.
- **Cisco In-line Services**: Intelligent functions that are integrated into the Cisco ASR 5000 and implemented in the bearer traffic flow, eliminating the need for external lower-reliability network elements while simplifying the network through integrated functions and services. Turbo Boost utilizes several In-line Services functions such as Enhanced Charging Service, Application Detection and Control, Traffic Optimization, and Policy Enforcement.
- **Cisco Mobility Unified Reporting**: Solution providing comprehensive statistical analysis and trending information of all network attributes and subscriber sessions through tight integration with the deep packet inspection (DPI) capabilities of the Cisco ASR 5000. Helps operators optimize network performance, target new services, and plan infrastructure investments.
- **Cisco Policy and Charging Control (PCC)**: Standards-based, highly scalable solution for operators to efficiently optimize network resources across subscribers and services while providing significant revenue opportunities by enabling the deployment of new personalized services. For the turbo boost service, the PCC solution enables users to choose to upgrade quality of service dynamically, or in the case of bundled capability, enables application providers to active it as network conditions dictate.

Why Cisco?

Cisco IP Next Generation Network (IP NGN) offers a comprehensive end-to-end IP solution encompassing Radio Access Network (RAN) backhaul, IP edge and aggregation, Evolved Packet Core (EPC), IP core, and data center, optimized for the mobile data tidal wave, while providing an intelligent common IP core across all access types. Cisco's access-independent, IP-based Mobile Internet solutions are key drivers of operator differentiation, new revenues, network optimization, and profitability.

Furthermore, Cisco Services has the experience, tools, and best practices to help operators reduce time to market in deploying mobile network solutions.

Get Started Today

To find out how Cisco can help you gain new revenues by offering new and differentiated personalized mobile broadband services, contact your Cisco representative or visit: www.cisco.com/go/mobile.

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