On-Net Social Networking: Increase Customer Loyalty with Unique User Communities

Introduction

Operators can offer on-net social networking applications that create opportunities for subscriber community engagement and have a unique appeal over existing social networking sites. Such applications can include virtual worlds, mobile user best-practices forums, multimedia content sharing, etc., bringing incremental revenue to the operator. With such social media sites, operators can gain new revenues from advertising, sales of virtual goods, etc. while increasing customer retention.

What Is the Opportunity?

Increase customer loyalty with on-net social networking sites that are unique and benefit from viral adoption within the subscriber base.

What Are the Challenges?

Integrating charging and application detection to zero-rate on-net social networking traffic.

How Will This Impact My Business?

- Increase customer loyalty with operator on-net services
- Create new revenue sources, for example, when one operator offered a virtual world community:
  - Users bought currency and to purchase wallpapers, furniture, etc.
  - Operator realized incremental US$10 for each user over a year, $200 million of revenue (nearly 80 percent in virtual objects), and 90 percent penetration in under-20 age demographic.

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. On-net Social Networking services utilize several In-line Services functions such as Enhanced Charging Service, Application Detection and Control, 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.

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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