

Cloud Generation Solution that bridges the Next Wave of Services



The New Market Opportunities

BlueWave Facts

Flexibility:

designed for easy plug-in into existing IT infrastructure.

Next Generation Enablement:

designed for Cloud Generation.

Highly Secure:

BlueWave offers best security standards designed for the Clouds.

Proved solution:

uses solid standard components, with proven deployment in critical missions.

Scalability:

easy scalability and reuse for one to multiple services.

Cost effective:

Blue Wave is specifically designed to enable easy deployment of new services and to allow strict costs control for integration 'on the Cloud'.

The move to Internet-IP-based architectures is dramatically changing the way customers are facing and using telecom services creating completely new trends and needs. Telecom Operators are facing a completely new generation of services born in the 'Cloud Generation' where serious sets of new possibilities and services are blossoming and where Customers (both mobile and residential) are central part of the revolution with strong interest for seamless access to innovative internet services at home/office and in mobility. The new generation of services includes a significant set of **cloud web services, smart applications, M2M, Smart Cities, e-Health, proximity services and Mobile Broadband.**

The Cloud Generation is maturing and is a serious challenge for any Operator. While this evolution of services is exciting, and the growth opportunities for a network operator are immense, there are some serious impacts as well.

The Solution

Designed to evolve with an operator's business requirements, the solution is specifically designed for the new challenges and provides pre-defined configurable modules, allowing efficient and rapid deployment of new services. The solution allows Cloud Generation

The increasing variety and volume of multimedia services can have a negative impact on the end-to-end user experience through constrains on interfacing network resources with next generation services. In addition, operators are often limited by their costly, often limited flexible legacy systems which restrict integration 'on the Clouds' and consolidated models on pricing, time-to-market and rate price plans.

Integration with a new generation of services, provisioning, customer management and real-time models are critical target that operators need to match in order to be competitive on a rapidly evolving environment.

The Next Generation solutions pass through flexible, innovative gateways that construct the bridge from existing telecom infrastructures and the 'Cloud Generation' services.

BlueWave is a competitive, high scalable solution, specifically designed for M2M and Services on the Cloud that makes transition to the New Generation easy.

Rating and Charging and enable easy integration with other network OSS/BSS systems. The architecture used is specifically designed on internet services and allow to easily bridge a traditional telecom environment with the 'Cloud' environment, offering astonishing security and flexibility.

Testimonials

"BlueWave is a radical new idea that integrates the 'Cloud' environment with the 'Traditional' BSS/OSS telecom world. I am delighted of this revolution"

- Climor Schweitzer,
Founder of **XACCT Technologies**

"BlueWave is our MUST for the M2M environment"

- Rudolf Gordon,
CEO of **M2M Brain**

"We definitely have to put BlueWave in our technology roadmap"

- Andrea Giustina,
VP Architecture,
Ubiquisys

BlueWave is a platform which offers complex configurable services including:

- Unified Rating and Charging Engine
- On-line customers management
- Complex customer plans
- Web-based integration modules
- Complex provisioning flows
- Mediation to Telecom infrastructure
- Pre-defined set of 'Cloud' integration

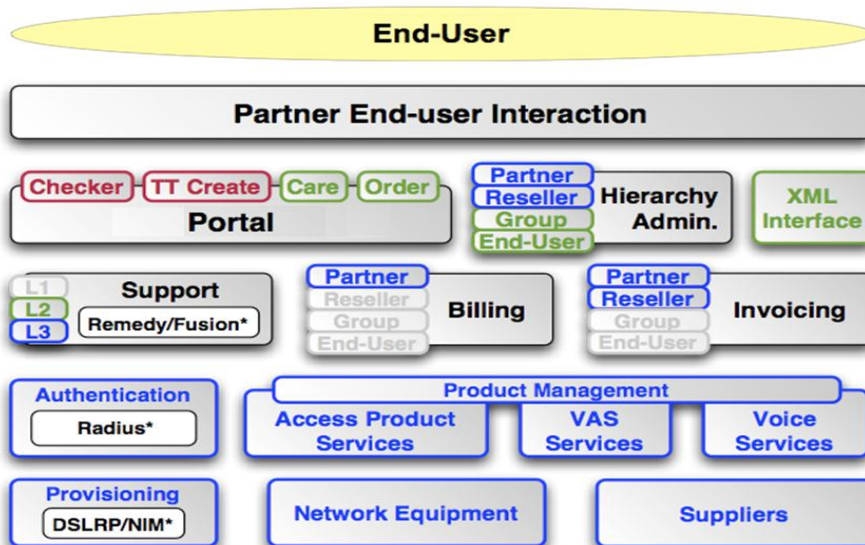
BlueWave Rating & Charging enables operators to price Next Generation services in a way that subscribers understand, using the actual perceived value of the content or service as opposed to 'traditional' telecom. This flexibility results in a maximization of customer interest to new services aiming to deliver higher revenue for the operator.

In addition the platform delivers unique proposition in order to offer:

- Native integration 'On the Cloud'
- Specific approach to Security: which normally is an extremely critical aspect when the operator needs to open their existing 'closed' infrastructure and integrate to web-public services
- Single solution to enable the Next Generation of Cloud Services

- Specific solution for the Telecom environment with simplified integration based on configurable components and pre-defined telecom solutions
- Single solution covering a complete BSS stack (including charging and rating, customer web-care, order workflows, mediation, etc.)
- Rate and charge for virtually any cloud service by centrally managing all tariffs. Enable both operational and capital expenditure savings by eliminating the requirement to support complex systems Native integration 'On the Cloud'
- Increase ARPU opportunities with a dynamic range of pricing options and plans such as a combination of traditional services (voice, data) and cloud services
- Unique environment which can enable Subscribers to manage their subscription and personal data in a safe and secure environment. Both the subscriber and operator will realize significant benefits; the subscriber can opt in or out of third party promotions and coupons, while the operator can tap additional revenue streams from external marketing agreements

The Technical Picture



Company Information:



BlueWave

Connect the Business on the Clouds

Advanced platform designed for the Cloud Generation



Phone: +39 (0)2 5456961

Web: www.cloudgateway.it

Milan Office:

Via Giovanni Cadolini, 4
20137 Milano
Italia

London Office:

80 Castle Hill Avenue
New Addington, Croydon
Surrey CR0 0TD
United Kingdom