

## 3arts – Service Creation & Control

### Solution Description

Comarch 3arts **Service Creation & Control** is a platform for telecommunication operators and other service providers who requires fast introduction of new, modern services for their customers.

It covers the entire process of product **preparation**, **defining** the details of the **services** offered for the customers, **publishing** and **selling** those services over available **sales channels**, activating, **controlling** and **billing** those services as well as **monitoring** and **reporting**.

The system contains a set of **reusable components** which can be used in many service types as blocks in the service building diagram. These components are e.g. authorization, charging and call disconnection. Other components like the web self care application, service activation, account management, resellers, reporting and more are useful in standard operations and maintenance.

The other important functionality supporting sales channels is **white labeling**. Once you create a new service it can be offered by many resellers under their own brands or even resold to other resellers. The **revenue sharing** process between all parties is also supported by the platform.

### Available Functional Blocks

- **Service creation** (call model and service logic modeling with a graphical UML tool). Multiple service types are supported: Broadband access control, Network Policy Control, VoIP prepaid and postpaid, WLAN prepaid and postpaid with captive portal and content control. Other service types may be easily added.
- **Service control** (session authorization, control and termination)
- **Real-time rating** (for setup, recurring and usage fees as well as bonuses, discounts and more)
- **Invoicing** and **payment** management



- **Product Catalog** based on SID specification
- **Voucher** and **recharging** management
- **White labeling** (separate virtual instances and brands for resellers)
- **Partnership management**
- **Trouble ticketing**
- **Customer management** (with basic CRM features)
- **Service activation**
- **Web-based** management and **Customer Care**
- **Web-based** registration and customer **Self Care** (with reseller branding)
- **SIP** protocol support (with many extensions)
- Standard interfaces (**RADIUS**, **WebServices**, **Parlay/OSA**, **DIAMETER**)
- **Reporting** engine (XML, Excel, PDF, flat files)
- **eWallet** and **Payment Gateway** with multiple payment methods
- **Multilanguage** and **multicurrency**

## Product Catalog

- Product Catalog contains **service specifications** and **products**
- Supports basic **product lifecycle management**
- Defines **associations between products and services** (e.g. the possibility of creating sub-products or products which require other products already subscribed by a user)
- **Transitions between products** (e.g. which product may be subscribed to, what changes to existing subscription are possible and what are the costs of such changes for the user)

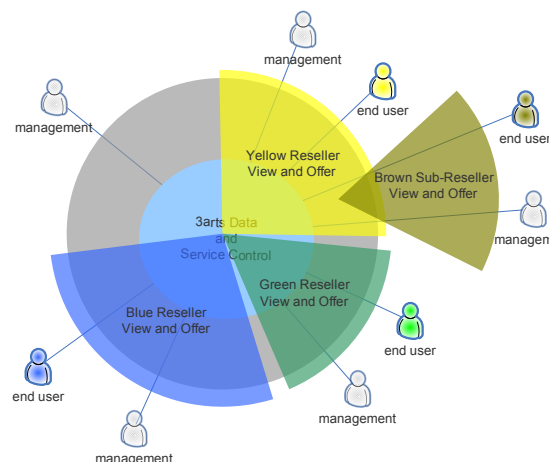
- Creating **packages and product bundles** which allow creating special prices and **promotions** for **bundled products** and **preconfigured packages**
- **Creating offers** and **managing the offer lifecycle**. The offer may contain separated products or bundled products.
- **Managing** and **publishing catalogs** for different parties and applications; allows preparing different offers for resellers, operators and end users.
- Product Catalog is based on standard **SID** specification which may help in easy integration with external or central product catalogs.

## Easy Integration

Most services are not autonomous and require many integrations. The platform supports a set of transport protocols like http, webservices, jms, corba, files, sockets and more. Ready to use transport adapters may be easily adapted to a required integration interface in a very short time.

## Selected References

- Auchan Telecom, France (Voucher Management, GPRS prepaid rating in MVNO business);
- Dialog Telecom, Poland (Network policy control and rating, prepaid VoIP);
- Telegrosik / Galena, Poland (full support for prepaid VoIP business)
- CableTV operator, Argentina (prepaid and postpaid VoIP)



## White Labeling

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