



Value Added Services

Today's driver of ARPU!

Value Added Services (VAS)

Is your ARPU driver up and running?

Value Added Services (VAS) are considered today's driver of ARPU. Operators or third-party value-added service providers (VASP), also known as content providers, add value to standard service offerings, encouraging subscribers to optimise their mobile phone usage. With subscribers spending money on VAS, they naturally expect highest quality.

Therefore, successful new VAS launch is mandatory while maintaining the consistently high quality customers have come to expect. The implementation of new VAS often involves complex interaction between network elements supplied by different application content providers and, therefore, constant automated testing should be applied to check initial configurations, and then provide active continuous monitoring of service quality.



- Value Added Services
- Digital Rights Management

VAS Examples and Features

- **Ring tone or logo download** by sending request SMS to external number
 - **Ring back tone**, which enables users to select a melody or to record a short greeting that the caller will hear
 - **Ring back tone** activations are done per SMS, per IVR or per Web Browsing
 - **Customized** new value added services
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Digital Rights Management

Make Premium Content download a premium customer experience and test your DRM!

Digital Rights Management (DRM) is an important enabler for billing of premium priced content, e.g. ring tones. To cater for fast and flexible service creation the Open Mobile Alliance (OMA) defined application-level protocols and behaviors needed to provide powerful as well as reliable content download functionality.

The scheme is implemented on most multi-media phones and is intended to be used by mobile content providers to control access to their products.

The whole Digital Rights Management process is relatively complex and could introduce multiple risks of malfunction. At the same time, the effect of a possible error can be disastrous: unhappy customers if a fault occurs during the download and billing process of the premium priced content.



Sample Features

- The purpose of DRM is to enable controlled purchase and usage of digital media objects
- The Open Mobile Alliance (OMA) has defined Digital Rights Management specifications for the mobile world:
 - Forward Lock (prevents the user from unlawful forwarding of protected content)
 - Combined Delivery (combined rights object / media object)
 - Separate Delivery (separated rights object + encrypted media object)

Sample KPIs

- Media Download Purchase Time
- Download Session Time
- Download Media Object Access Time



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