

ALEPO
Products & Solutions



Sell More Data in 2016

ALEPO CAN HELP >>

In today's communications landscape, global data traffic soars at unprecedented rates, while legacy services like voice have reached the end of their growth path. Video streaming and voice services like VoLTE and VoWi-Fi are on the rise, and fast-approaching opportunities in connected industries like health, banking, education, wearables, transportation, and the connected home will further fuel growth in data.

Communications service providers know that data is the clear path forward.

Alepo recognizes this as well and has been dedicated to the successful delivery and monetization of next-generation data services since we started over a decade ago.

At Alepo, we make it simple and more enjoyable for subscribers to consume more data services with modern, mobile app user experiences, personalized services, and real-time, contextual offers.

From LTE roaming to Wi-Fi offload and beyond, we deliver end-to-end solutions to communications service providers that enable them to rapidly bring new, compelling data offers to market and to stand apart in an ever-crowded marketplace.

Read on to discover how Alepo can help you to sell more data in 2016.

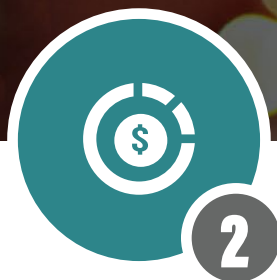


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HI, WE'RE ALEPO

Meet the experts in data services creation and monetization. Our constant innovation enables communications service providers worldwide to be profitable and successful as they move towards an all-IP connected world.



MONETIZING DATA

The mobile data revolution is here and now. Globally, we see record-breaking growth in mobile data traffic year after year with no signs of slowing. Are you ready to capitalize on the explosive growth in mobile data services?



LTE EVOLUTION

LTE represents a powerful step forward in mobile network technology. Learn how Alepo helps incumbent and Greenfield communications service providers to evolve successfully to LTE.



CARRIER WI-FI

With the demand for “data everywhere” on the rise, communications service providers are turning to Wi-Fi to complete their data coverage and capacity needs in a highly cost-effective way.

Discover Alepo's carrier-grade solutions for Wi-Fi Monetization and Wi-Fi Offload.



5

TRANSFORMING BSS

BSS Transformation is Alepo's holistic approach to the modernization of fixed and mobile broadband IT environment.



6

THE FUTURE OF NFV

Alepo is ready for network function virtualization. Learn how you can leverage NFV to reduce OPEX, CAPEX, roll out services faster and create a truly agile network architecture.



7

ALEPO PRODUCTS

Discover Alepo's portfolio of signature core network and IT software solutions and services. Alepo's products are best-in-class and market ready for any communications service provider network environment.



8

SUPPORT SERVICES

With a full suite of technical and business support services, including systems integration, monitoring, business consulting, and more, Alepo is well-positioned to serve the dynamic needs of communications service providers in today's data-driven global marketplace.



Meet Alepo

Alepo provides carrier-class software and services that enable global communications service providers to be competitive and profitable in an all-IP connected world.

Our innovation spans advanced policy and charging control, real-time charging and billing, BSS / OSS, Wi-Fi monetization, Wi-Fi offload, AAA infrastructure, and more.

Our solutions are designed to accelerate revenue and market share, deliver best-in-class performance, and enhance the customer experience on fixed and mobile broadband networks.

Our Expertise



EXPERTISE

Alepo offers a wealth of expertise in helping communications service providers to evolve gracefully and gradually to next-generation data networks so that they can seize new opportunities without disruption to legacy services.



LEGACY

Since Alepo started in 2004 in Austin, Texas, we have been dedicated to enabling our clients to deliver, manage, and monetize the latest data, voice, and video services over IP-based network technologies – both fixed and mobile.



CLIENTS

For over a decade, Alepo has been the go-to technology partner for all things data at leading service providers like Orange, Digicel, and Saudi Telecom. We work directly with MNOs, MVNOs, ISPs, and WISPs in both emerging and mature markets worldwide.



VALUES

Customer success is central to everything that we do at Alepo. Through constant innovation and deep market focus, we enable our customers to be competitive, responsive, and ready for what's next in their markets.

Data Monetization

HERE AND NOW

The mobile data revolution is here and now. Globally, we see record-breaking growth in mobile data traffic year after year with no signs of slowing.

In order to successfully capitalize on today's insatiable demand for data, communications service providers must be able to deliver new and differentiated data offers that deliver value to subscribers along with a stellar customer experience.

With over a decade of success in enabling data monetization in highly competitive markets, Alepo has the expertise to help communications service providers to quickly roll out the most compelling and competitive data offers - ahead of the competition.

Alepo provides market-ready, end-to-end solutions for data monetization so that communications service providers can focus more on bringing new data offers to market faster and less on configuring and maintaining complex back office applications.

From drag-and-drop service creation to connected mobile apps that make it simple and enjoyable to buy and consume data services to real-time analytics and business insights that lead to smart decision-making, Alepo delivers on the entire business process without sacrificing on carrier-class performance and scalability.

Our constant innovation and market focus ensure that Alepo clients continue to have the ability to create new, highly-demanded business use cases as they emerge.

Take a look at some of the data monetization use cases that Alepo makes possible >>

DATA FOR THE WHOLE FAMILY

- » Shared family data plans
- » Data allowances for children
- » Parental controls based on time of day, apps, and content



DATA AS YOU ROAM

- » Data roaming on 3G, LTE, Wi-Fi
- » Single country roaming data pass
- » Multiple country roaming data pass
- » Turn on/off apps while roaming
- » Real-time roaming and balance alerts



DATA ANY TIME, ANYWHERE

- » Location-based data offers and promotions
- » Data “happy hours” with free, zero-rated data usage
- » Peak / Off-Peak hours pricing and bandwidth speeds
- » Multi-device plans and device tethering



VIDEO, APPS & CONTENT

- » Unlimited data access to select apps
- » Promotional video service subscription with data plan
- » Sponsored apps and content via OTT partnerships
- » Special fast-lane speeds to reward loyal app users
- » Unlimited social media app bundle as an add-on
- » “Apps after dark” with discount data usage at night



DATA GETS PERSONAL

- » Birthday and customer anniversary discounted data usage
- » Special holiday promotions with discounted data usage
- » On-demand bandwidth speed boosts
- » “Manage my speed” self-care via mobile app
- » First 100MB per day freebie
- » Data gifting to other mobile subscribers
- » Special offers per device type
- » Personalized shopping experience with Package Advisor



PREPAID DATA RECHARGE REWARDS

- » Earn loyalty points on each recharge
- » Double data promotions on recharges of select values
- » Data rollover on top-ups before plan expiration
- » Emergency top-ups for after hours and urgent needs
- » Data add-on purchases after data plan is exhausted

*Evolve to **LTE** with a Trusted Partner*

LTE represents a powerful step forward in mobile network technology. Offering 4G capacity and a streamlined all-IP network architecture to support the emerging wealth of diverse applications and services, LTE promises to deliver impeccable customer experience while optimizing network resources and back office systems.

For incumbent operators, a successful, smooth transition to LTE should not sacrifice or jeopardize the existing mobile infrastructure, but rather extend the functionality of the existing infrastructure to support new technologies through seamless and cost-effective integration. Greenfield providers can enjoy the benefits of a complete, purely IP-based network.

Whether you are ready to roll out LTE today or are making plans now for a future launch, Alepo can offer a complete LTE evolved packet core solution and back office to achieve an end-to-end LTE core without interruption of service or costly replacements to network elements.

RECENT LTE PROJECTS



Democratic Republic of the Congo
The Gambia
Sierra Leone
Uganda



Kurdistan, Iraq



Nigeria



Somaliland



Ghana

ALEPO LTE SOLUTION OFFERING

Alepo Service Enabler
(BSS / OSS Framework*)

Inventory Management

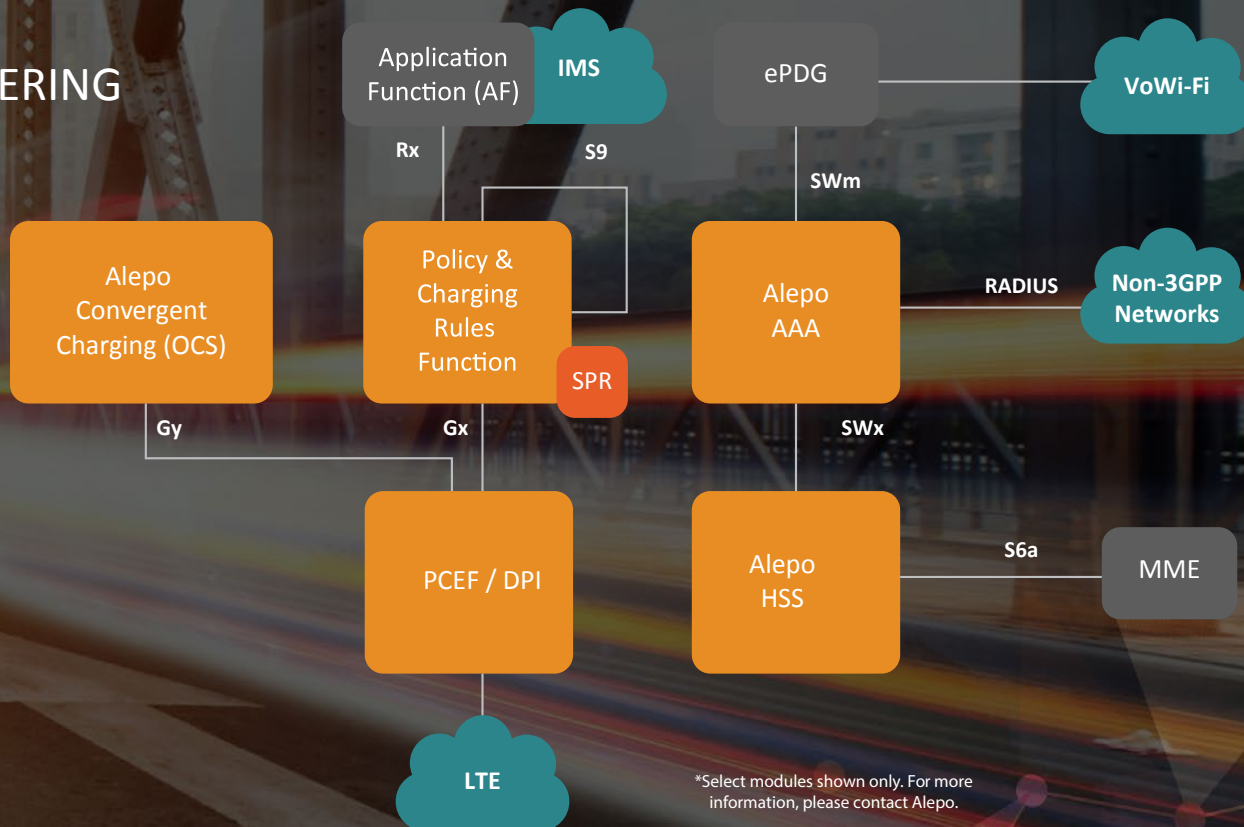
CRM and Billing

Customer Care Portals

Web Self Care Portals

Voucher Management

Partner Management



*Select modules shown only. For more information, please contact Alepo.

REAL-WORLD LTE SUCCESS



Tishknet Iraq achieved a 30% increase in operational efficiency by converging legacy services and new LTE services onto a single Alepo platform for policy, charging, and CRM.

Read the full case study online at www.alepo.com

"Iraqi Kurdistan is an area of rapid growth, with customers increasingly looking for faster, more personalized services. With Alepo's convergent solutions, we are best positioned to deliver innovative services today and into the future as technologies and market trends evolve."

- Rasty Mazhar, CTO of Tishknet, Iraq

A Recognized Leader in the Carrier Wi-Fi Ecosystem

With the demand for “data everywhere” on the rise, communications service providers are turning to Wi-Fi to complete their data coverage and capacity needs in a highly cost-effective way.

Beyond added network capacity, Carrier Wi-Fi services can open up new revenue streams for communications service providers, with emerging monetization opportunities in Wi-Fi calling, location-based services, and Wi-Fi roaming.

Alepo offers complete solutions for Carrier Wi-Fi Offload and Monetization that adapt to any communication service provider’s data strategy and goals. Alepo’s Wi-Fi solutions are in production at many leading fixed and mobile CSPs worldwide.



OFFLOAD MOBILE SUBSCRIBERS TO WI-FI

to alleviate congestion and capacity crunch on 3G and LTE networks and to lower cost-per-byte.



CREATE NEW WI-FI BUSINESS MODELS

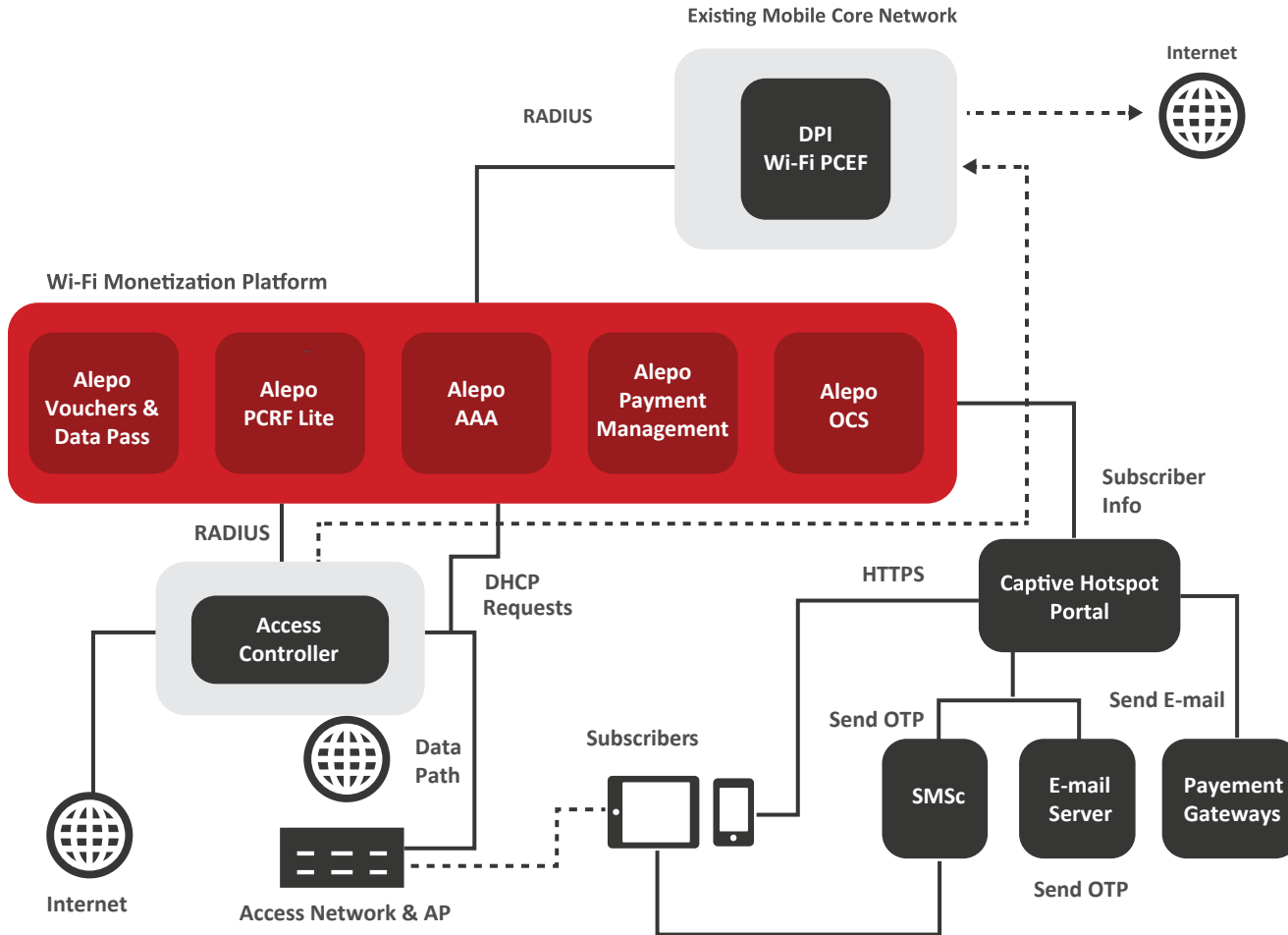
like Wi-Fi roaming and location-aware advertising that drive up revenue, market share, and ARPU of data services.



DELIVER RICH CARRIER SERVICES OVER WI-FI

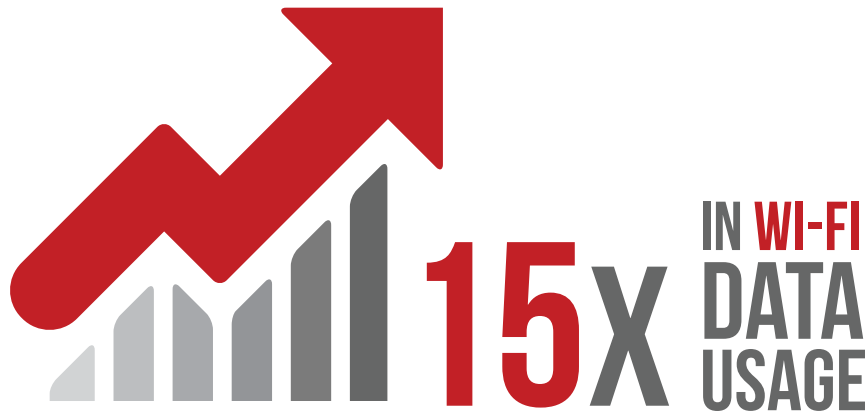
such as Wi-Fi calling in order to be more competitive and enhance the customer experience.

ALEPO WI-FI MONETIZATION SOLUTION



Alepo Wi-Fi Offload

REAL-WORLD SUCCESS



With a complete Wi-Fi Offload solution from Alepo, ETB Colombia realized a 15-fold increase in Wi-Fi usage in the first month after deployment, instantly reducing pressure on its LTE network.

In Wi-Fi offload, ETB wanted to achieve a smooth data experience for its LTE subscribers in the absence of LTE data coverage. ETB's goal was to deliver consistent high-speed data services over a mix of LTE and Wi-Fi in order to expand its total data footprint, enhance the customer data experience, prevent churn, and maintain brand leadership.

Alepo worked closely with ETB to deploy a reliable, high-speed Wi-Fi hotspot network

in under two months. Alepo created a smooth, secure, and user-friendly Wi-Fi offload experience for subscribers.

As a result, ETB was able to create a more connected network and consistent data experience. After the project, ETB's data footprint increased thanks to a granular deployment of Wi-Fi hotspots across its market.

Today, ETB subscribers enjoy continuous data coverage, whether on LTE or Wi-Fi.

Read the full case study online at www.alepo.com.

RECENT CARRIER WI-FI PROJECTS



Bhutan



Colombia



Afghanistan



Sri Lanka



Philippines

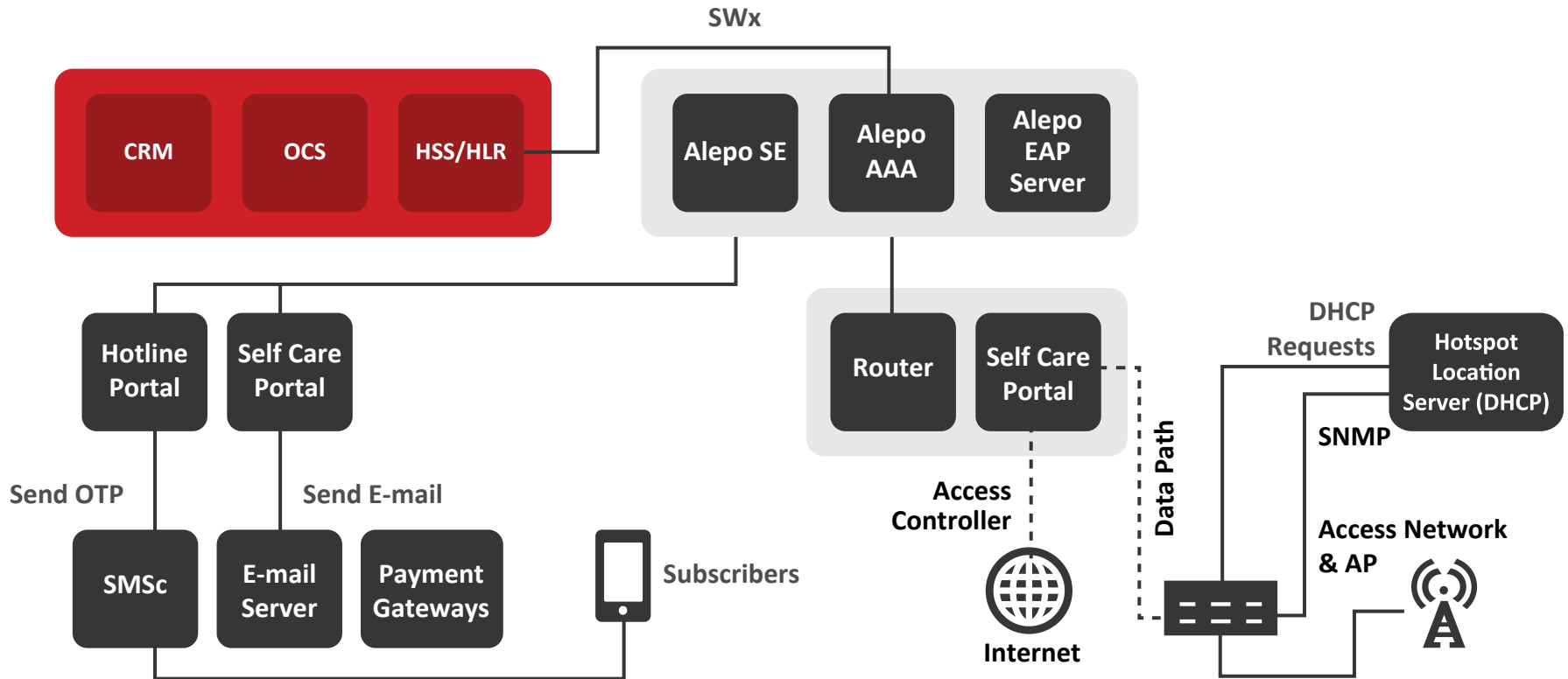


Colombia



Tanzania

ALEPO WI-FI OFFLOAD SOLUTION ARCHITECTURE



Ghana



Somaliland

"Alepo [has] delivered a robust and proven Wi-Fi solution that will enable SLT to aggressively expand our Wi-Fi footprint and to capitalize on the high demand for fast wireless broadband services nationwide."

- Dileepa Wijesundera, Group CEO at SLT

Modernize Your Network with *BSS Transformation*

Today, subscriber growth and demand on fixed and mobile broadband networks frequently outpaces network capacity and capability. Whenever communications service providers face performance gaps, end-of-life for legacy components, or other limitations that hinder revenue growth, Alepo can deliver solutions to transform the business support systems (BSS) into modern, high-performance systems.

BSS Transformation is Alepo's holistic approach to the modernization of fixed and mobile broadband core network and IT environment. Alepo offers a full suite of real-time charging and billing, CRM and customer care, and other BSS modules, as well as industry-leading AAA infrastructure and modern APIs and integration frameworks. Together on a highly available, scalable platform, Alepo's BSS Transformation solutions deliver greater network performance and more sophisticated business processes.

RECENT BSS TRANSFORMATION PROJECTS



Colombia



Colombia



Saudi Arabia



Jamaica



Central
America



Mauritius



Bangladesh



Bangladesh

ALEPO BSS TRANSFORMATION SOLUTION

Multi-Service Convergence



- Broadband Internet
- VoIP
- IPTV
- Wi-Fi



- 3G/2G Voice
- Mobile data
- VAS
- Wi-Fi

Multi-Network Convergence



Fixed Broadband



3G/2G



LTE

ALEPO CONVERGENT PLATFORM

Convergent Billing

Real-Time Rating
& Charging

Campaign
Management

High-Performance
AAA

Product Catalog

Auto-Provisioning

Inventory
Management

Dunning &
Notifications

Real-time Analytics &
Insights

Web Self Care &
Mobile Self Care

Partner & Reseller
Management

CRM & Agent Portals

Key Business Benefits

➤ True Convergence

➤ More Cross-sell
and Upsell
Opportunities

➤ Enhanced
Customer
Experience

➤ Greater Efficiency,
Lower OPEX

➤ Streamlined
Single Vendor
Environment

REAL-WORLD BSS SUCCESS



Saudi Telecom saw 10x faster API response times with an Alepo BSS Transformation project. In addition, STC eliminated its provisioning queue lag and enjoyed an error-free migration of all data during the project.

Read the full case study online at www.alepo.com

“With Alepo’s comprehensive solution, STC has gained the speed, agility, and flexibility to deliver new, innovative services faster and to meet our customers’ evolving needs.”

- Turki Mohammed Al-Badri, Billing Section Manager at STC

REDUCE CAPEX
with greater flexibility and selection
of low-cost commodity hardware.



REDUCE OPEX
via better network resources
distribution and reduced
data center needs in power,
cooling, and management.



FASTER TIME TO MARKET
by making the introduction
of new services as simple as
installing and configuring
software and connecting it to
its network touch points.



A TRUE AGILE ARCHITECTURE
Services can readily be scaled
up and down based on real-
time needs, creating a truly
flexible network architecture.



NETWORK FUNCTION VIRTUALIZATION

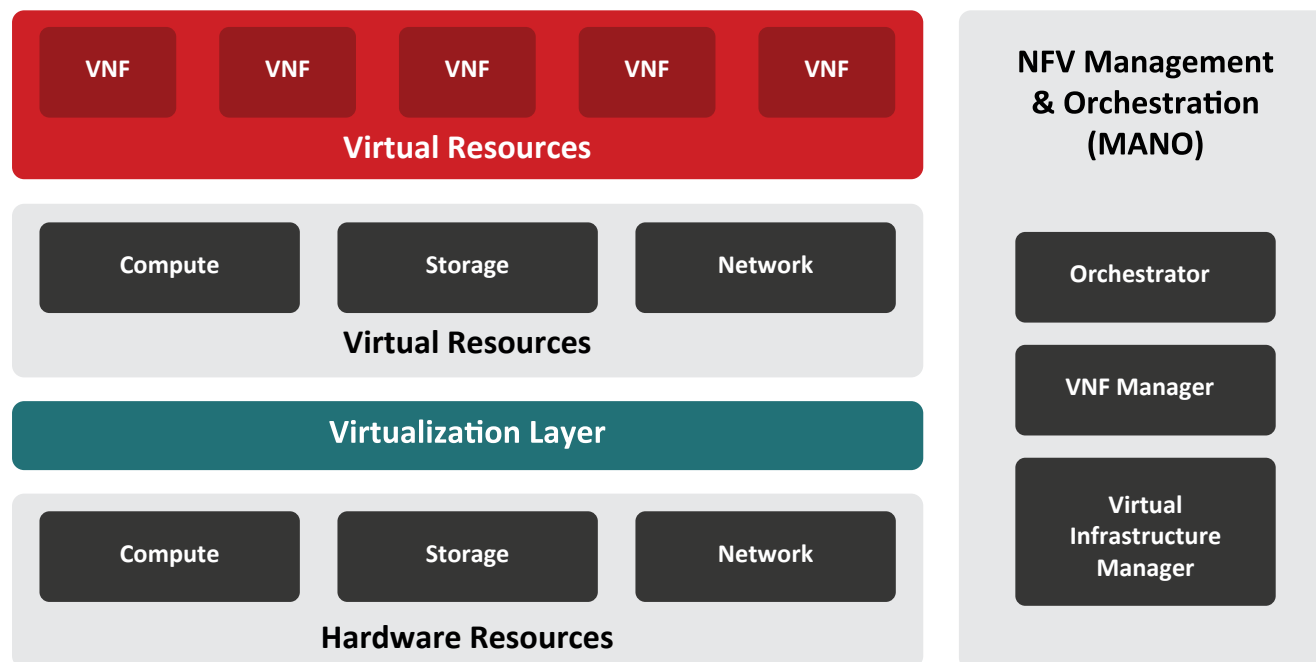
Be Ready for What's Next

Alepo has demonstrated success in network function virtualization. Our core network elements have been deployed as virtualized network functions (VNFs) in Tier 1 operator production networks for many years. Today, Alepo is established as an experienced and successful technology provider in this space.

Alepo has the core skills, proven experience, and know-how to deploy industry-leading core network functions, including AAA, OCS, PCRF, and HSS, in a virtualized or private cloud network environment.

A software pure player, Alepo has no vested interest in the purchase of hardware infrastructure. Alepo's network products perform highly on standard x86 COTS hardware, giving operators the freedom to choose the most cost-effective hardware. Alepo supports most leading hypervisor products, including vSphere (VMware), HyperV (Microsoft), and XenServer (Amazon). In addition, Alepo products employ modern, RESTful APIs, making them open and highly interoperable components.

Network function virtualization is the process of decoupling software-based network functions from the underlying hardware infrastructure. Instead of running each network function or node on dedicated hardware, functions are run on virtualized machines (VMs), and physical resources are distributed across virtual machines. Spanning the network environment, virtualization is possible on most network functions: switches, routers, firewalls, load balancers, CDNs, IMS, EPC nodes, DPIs and traffic managers, and policy functions like AAA and PCRF.



Alepo Signature Products & Services



ADVANCED POLICY & CHARGING CONTROL

Alepo's Policy and Charging Rules Function (PCRF) is an intelligent and robust data monetization platform for Diameter core (EPC) networks. Built with the business user in mind, Alepo's PCRF enables communications service providers to easily and rapidly introduce new data offers that drive ARPU, shape the customer experience, and optimize the network.



REAL-TIME CHARGING & BILLING

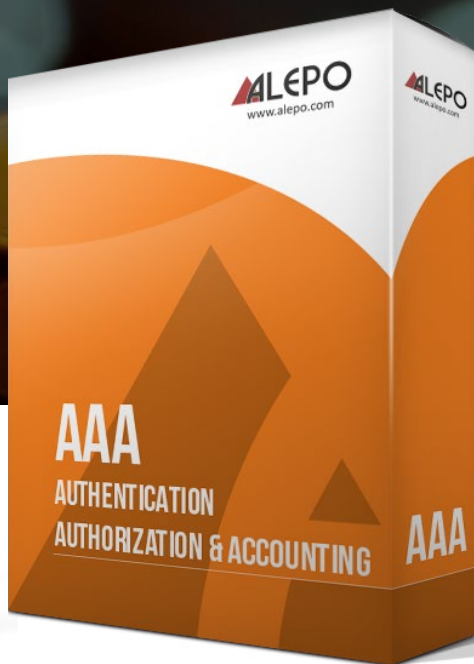
Alepo's Online Charging System is a true carrier-grade charging and billing solution that converges all next-generation services and network types onto a single revenue management platform to deliver incredible flexibility, performance, and revenue potential.

It brings together multiple network types, including 3G, LTE, and Wi-Fi, as well as services like data, mobile voice, VoIP, SMS, content, and video in a unified, real-time environment.



CRM & BSS SUCCESS

Alepo Service Enabler is a complete, carrier-grade BSS / OSS software framework that enables the delivery, monetization, and management of the latest IP data services. Alepo SE breaks through the traditional ideas of "Back Office" software, allowing communications service providers to consolidate data services and technologies, to achieve fixed mobile convergence, and to dismantle barriers in creating cross-sell and up-sell opportunities.



AUTHENTICATION & AUTHORIZATION

Alepo's High-Performance AAA infrastructure is a true best-of-breeds product that enables service providers to stay ahead of growing subscriber numbers on fixed and mobile data networks. Optimized to be highly reliable, scalable, and extensible, Alepo's AAA builds a strong and lasting foundation for service providers of any size.



SUBSCRIBER DATA MANAGEMENT

Alepo's Home Subscriber Server (HSS) is an integral part of any LTE or IMS core network. By centralizing all subscriber information, the Alepo HSS separates signaling from policy, creating a more streamlined and high-performing network. With support for Wi-Fi interworking, the Alepo HSS enables Wi-Fi offload and Wi-Fi hotspot monetization.



SYSTEMS INTEGRATION & MANAGED SERVICES

With Alepo's systems integration and managed services, you can reduce costs, save time, and ensure success of your Alepo solutions. Our dynamic team of business analysts, engineers, project managers, trainers, and subject matter experts are leading professionals in their fields. Services are available as dedicated on-site staff or remote.

"Our overall experience with Alepo's solution has been nothing short of excellent, in particular with regards to the support team.

Alepo's response time has always been among the best of any of our providers, even when some of our vendors are local and Alepo's team is a time zone away.

Alepo being the provider to operators of much larger magnitude than us, I have no doubt they would be able to handle our future needs."

*- Paul Choiseul
Former CTO, IBW*

Alepo Global Technical Assistance Center

CUSTOMERS FIRST • CONTINUOUS IMPROVEMENT • INTEGRITY • TEAMWORK

Alepo's Global Technical Assistance Center (GTAC) is Alepo's in-house technical services department that builds upon Alepo's renowned support services. Alepo GTAC comprises of a team of skilled and experienced support professionals and engineers who provide immediate response, technical assistance, and implementation services to existing Alepo clients. Alepo GTAC offers convenient, multi-channel, 24 x 7 x 365 support in many languages. All Alepo clients are able to subscribe to GTAC on an annual or multi-year basis.

'Team GTAC' is very well known amongst our clients for the rapid response provided by GTAC engineers, technical assistance and implementation services 24 hours 7 weeks and 365 days.

With a full suite of technical and business support services, including systems integration, monitoring, business consulting, and more, Alepo GTAC is well-positioned to serve the dynamic needs of communications service providers in today's data-driven global marketplace.



NEW IN 2016!

Alepo Partner Program

Join Alepo in enabling next-generation data opportunities as an official Alepo partner. We regularly work with trusted ecosystem partners worldwide in areas spanning from LTE data monetization to Wi-Fi hotspot offload and monetization. Alepo actively seeks to form new partnerships with resellers (VARs), system integrators, referral agents, and other technology partners.

Registered Alepo partners receive special partner pricing, access to online training and resources, partner sales and marketing tools, and direct Alepo sales support.

Contact partners@alepo.com for more information on becoming a partner.



www.alepo.com

ALEPO

■ Corporate HQ & North America Sales
106 E. 6th St. #824 Austin, TX 78701
+1 (512) 879 - 1030
sales@alepo.com

■ APAC Regional Sales
Mumbai, India
+91-22-61085000
apac.sales@alepo.com

■ EMEA Regional Sales
Paris, France
+33 7 81 36 17 24
emea.sales@alepo.com

■ Research & Development
Mumbai, India
+91-22-61085000
Pune, India
+91-20-40034986

■ LATAM Regional Sales
Buenos Aires, Argentina
+54 911 5487 3605
latam.sales@alepo.com