Allot SmartPCC

Innovative Service Plan Delivery for Communication Service Providers

CSPs face many business challenges including flat or declining ARPU. Competition and churn are a constant concern and Over-The-Top (OTT) applications cut heavily into traditional revenue sources.

CSPs must find a way to deliver appealing service packages that attract and maintain loyal customers. Allot SmartPCC gives CSPs the ability to deliver innovative service plans, monitor data usage, and enforce policy across any platform.
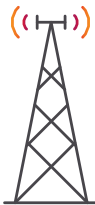
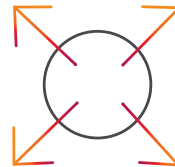### SmartPCC enables Application Based Charging with services such as:

Hot Spotting	Zero Rating	Roaming Data	Congestion Avoidence	Parental Control & Anti-Malware

What is Allot SmartPCC?

SmartPCC provides a single point of integration for traffic classification, management, charging, and steering. HTTP header enrichment enables further, anonymized personalization of services and QoE.

SmartPCC builds on Allot's next generation DPI gateways that deliver state-of-the-art traffic classification. Based on our Dynamic Actionable Recognition Technology (DART), the Service Gateways employ multiple inspection methods to identify traffic according to Layer-7 application, user, device, access, video and contextual attributes. DART can even detect and classify encrypted application traffic, such as YouTube videos, thanks to powerful, machine learning algorithms.

Allot Smart solutions turn network visibility into actionable intelligence that enhances service performance and optimizes your customers' quality of experience (QoE). SmartPCC, deployed on multiservice gateways, facilitates rapid rollout of revenue-generating services, while lowering costs and accelerating ROI.

See. Control. Secure.
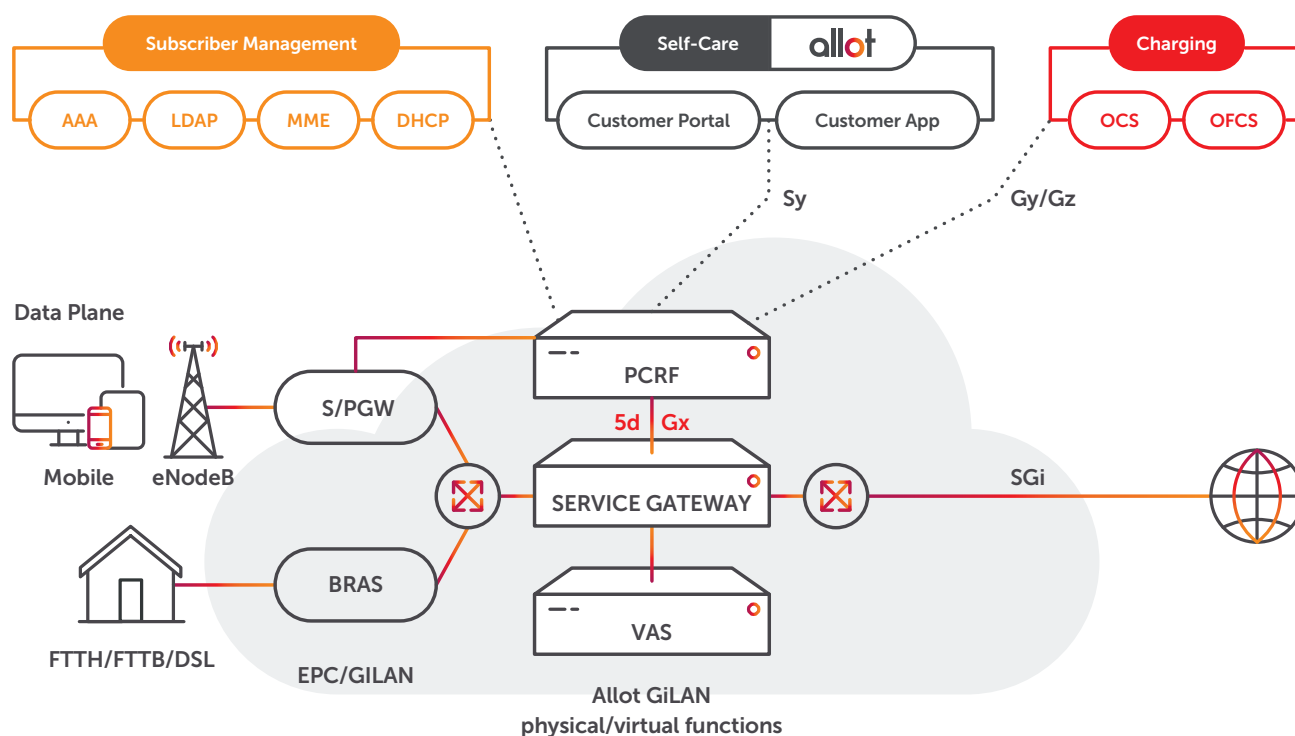
SmartPCC Includes:

Intelligent PCRF

Launch creative pre-paid and post-paid services that cater to your customers and accelerate time-to-revenue, no matter what access technologies and charging systems you use.

TDF/PCEF

Leverage interoperable and scalable real-time policy and charging enforcement, to ensure rapid, seamless service delivery.

VAS Delivery

Rollout innovative, value-added services quickly. Simplify and accelerate service deployment through a single point of integration that intelligently steers traffic to third-party service delivery systems.

Allot SmartPCC Use Case

Marketing departments turn to engineering to provide a solution that supports:

o   New Services

o   Targeted Service Plans

o   Policy Provisioning

o   Policy Enforcement

The goals are to drive revenue, attract customers, and prevent churn.

Benefits

o   Rapidly introduce new services and enforce QoS and charging policy across any mix of access technologies, on any combination of network and subscriber conditions.

o   Drive new revenue and increase ARPU through rapid rollout of targeted, customer-segmented service bundles.

o   Accurately classify and meter data usage per application, user, device, and more. Deliver granular data records in real time to support charging functions.

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