

Data growth renders new opportunity for telcos

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What next when voice has become a commodity? Obviously operators are looking at ways and means to stay afloat while data growth seems to be the way to go.

Formerly, mobile data revenues were more person-to-person driven, but service providers are now looking to drive the growth and are eyeing at new avenues like M2M, enterprise, video, cloud computing.

With introduction of data-oriented services, it drives the need for real time network policy and charging control capabilities. Real-time network policy and charging control is fast becoming the revenue-generating engine for the mobile network.

New strategies need to be adapted by operators that can help grow their revenue and market footprint. Smart and intelligent two-way communication with consumers will create new opportunities to push consumption, bring in behavioral change for purchasing, and on top of it establish brand loyalty.

Policy control can enable flexible demographic-oriented data plans that fit with the way people live their lives. Service providers can provide more personalized and dynamic offerings that combine the proactive and context-aware interactions described above with adaptable service bundling.

With the introduction of Cloud, M2M and advanced computing, operators can offer them dynamic customer engagement and charging services. Service providers could benefit from two side business models with expanded revenues from consumers, third party connection and content.

With data usage increasing, service providers drive for a stronger real time network policy and charging control architecture increases. Service providers who recognize the converged relationship between network policy control and real-time charging as key to evolving their mobile business will be in a better position to drive new revenues from mobile broadband.

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