

# Dynamic Pricing Service

Enabling Dynamic Pricing for your subscribers based on location, cell load, time of day, subscriber type and/or subscriber activity



## What is Dynamic Pricing?

Tango Telecom's **Dynamic Pricing Service** gives operators the ability to price Voice and Data services dynamically based on location, cell load, time of day, subscriber type and/or subscriber activity.

## Why implement Dynamic Pricing?

As marketplaces become increasingly crowded, operators are seeking innovative ways of increasing their subscriber base and enticing those subscribers to spend more.

Tango Telecom's **Dynamic Pricing Service** is proven to smooth network traffic while attracting and retaining subscribers through the power of viral marketing. In certain competitive markets, dynamic pricing solutions are required to retain and attract subscribers and to ensure that operators can compete effectively.



## Proven Benefits of Dynamic Pricing

- ◆ Attracts and retains subscribers, improving both Quality of Service and customer satisfaction levels
- ◆ Monetises off-peak idle capacity
- ◆ Enables the capture of additional revenues from higher ARPU users at peak times
- ◆ Reduces network congestion by smoothing traffic through-out the day - freeing up peak-time capacity and providing better Quality of Service to subscribers
- ◆ Optimises network utilisation and reduces capacity costs

## Key Features of Tango Telecom's Dynamic Pricing Service

- ◆ Tango Telecom's solution provides dynamic pricing for all services from the same platform
- ◆ It enables dynamic subscriber-based pricing based on cell load, location, subscriber profile, subscriber plan, subscriber activity, time of day and other criteria
- ◆ Tango Telecom's **Dynamic Pricing Service** is a 'drop-in' vendor independent solution—enabling low deployment costs and short implementation times



### Tango Telecom Headquarters

Walton House,  
National Technology Park,  
Limerick, Ireland.  
T: +353 61 501 900  
E: info@tango.ie  
W: www.tango.ie

### Tango Telecom MEA

Office 222, Techno Point  
Building,  
Dubai Silicon Oasis  
Dubai, U.A.E.  
T: +971-432-63218  
E: mea@tango.ie

### Tango Telecom LATAM

Av. Presidente Masaryk 111,  
Piso 1, Col. Polanco Chapultepec  
Morales,  
Mexico, CP. 11560  
T: +52-55-33-005800  
E: latam@Tango.ie

### Tango Telecom USA

Andover, MA 01810,  
U.S.A.  
T: +1-978-800-1276  
E: northamerica@Tango.ie

### Tango Telecom Asia Pacific

Suite 10 & 11, Floor Level 12,  
1005 Block B,  
Phileo Damansara 1,  
9 Jalan 16/11,  
Off Jalan Damansara,  
46350 Petaling Jaya,  
Selangor Darul Ehsan,  
Malaysia  
T: +60-376623344  
E: apac@tango.ie

### Copyright © Tango Telecom Ltd 2011

All rights reserved. This document is protected by international copyright law and may not be reprinted, reproduced, copied or utilised in whole or in part by any means including electronic, mechanical, or other means without the prior written consent of Tango Telecom Ltd.

## How does Dynamic Pricing work?

- ◆ The service can be promoted to subscribers using a variety of marketing channels including SMS, USSD, Cell Broadcast and other traditional marketing methods
- ◆ Subscriber may opt in and out of the service
- ◆ The Dynamic Pricing solution actively analyses the live network usage information
- ◆ The discounts are selected and applied based on the subscribers location, cell load, time of day, subscriber call profile, subscriber plan, user defined information and other criteria
- ◆ The promotional discount is broadcast via Cell Broadcast to all subscribers/ or to a specific segment such as subscribers within a certain ARPU range, all newly acquired subscribers, etc.
- ◆ The discount for each subscriber is confirmed before the call/data session via USSD and/or SMS
- ◆ Profit from new revenues, new subscribers and increased usage

**TANGO TELECOM** is the leading provider of Policy Control, Real-time Charging and Advanced Messaging Solutions for evolving networks. Through a combination of seamless integration capabilities and an evolutionary approach to infrastructure replacement, Tango Telecom's iAX™ Solution Portfolio enables the rapid launch of new and enhanced services to maximise revenue potential, increase return on capital and boost subscriber loyalty.



Tango Telecom partners with operators such as Airtel Africa, Indosat, The Zain Group, Telefónica O2, America Movil and Iusacell to bring enhanced services to more than 250 million subscribers world-wide.  
[www.tangotelecom.com](http://www.tangotelecom.com)



**6GMOBILE** **Bakrie Telecom**

