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Convergence – the essential ingredient for long-term business transformation
Major surge in convergent charging market expected

Paderborn (Germany), 03 January 2012: According to leading analysts, the global convergent charging market will reach the $3.2 billion mark in 2015. Orga Systems has gained traction in emerging markets with its integrated solutions that include charging policy and subscriber management functionality. They are specifically designed for integration in convergent networks - a valuable add-on for real-time charging and billing systems. By operating across multiple channels and through intelligent notification delivery, additional revenue streams are unlocked due to an intensified customer relationship, nurtured through continuous communication in real-time.

Operators' need for convergence

Orga Systems offers a fully convergent solution that is IT based and meets the most stringent of requirements of MNOs while improving customer experience and as well as customer loyalty at the same time. To meet operators' demands for convergence, end-to-end convergent billing solutions have to offer real-time charging, billing and financial management capabilities. They have to handle charging and billing for all services, customer segments and payment methods, enabling them to bill any product and service, realize real-time rating and charging for all service and product types, use any payment method with a single-bill view in real-time.

Enabling long-lasting success

Orga Systems' real-time charging solutions unify advanced charging scenarios for all services across all subscriber segments on one single platform. This enables faster launch of new and differentiating services, attractive mobile broadband offerings, as well as real-time notifications and interaction. In addition to this, real-time convergent billing systems have to provide the flexibility, speed and real-time capabilities required to support new convergent business models. Convergent billing solutions are the only way to eliminate pre and postpaid silos and to quickly and efficiently roll out truly bundled services, up-sell and cross-promote services. On top of this, excellent marketing and customer retention functionalities, as well as outstanding scalability and industry leading real-time performance foster operators' success in the long run.

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