

# Create new revenue

## HPE Subscriber, Network, and Application Policy Solution

Turn your network traffic and increasing data volumes into revenue, while meeting consumer demands for bandwidth and services.

SNAP enables you to address issues such as fair use, parental control, premium charging, tiered services, bill shock, service promotions, QoS/congestion control, and other innovative offerings.

Increasing numbers of smartphones and mobile devices put greater loads on communications service provider (CSP) networks. You need robust policy management tools that let you take advantage of opportunities for turning network traffic and increasing data volumes into revenue streams.

Our Subscriber, Network, and Application Policy (SNAP) solution lets you develop policy decisions based on business rules spanning multiple domains. This single hub for business decisions is enacted by SNAP's ability to consult diverse information sources, bringing together network resources, subscriber data, and application information in real time to provide compelling service offerings.

### Better control and greater revenue

Personalization and intuitive interaction are keys to thriving in today's competitive market. Giving users greater control over their service experiences satisfies their expectations and improves customer loyalty.

Applying fine-grained, dynamic policy management can improve overall service experiences while reducing costs and delaying or even decreasing significant infrastructure investments. Network resource use can be enhanced, and new business models can be applied to capitalize on emerging opportunities and niche markets.

Network resources can be managed down to the individual subscriber and product level, enabling new revenue generation through highly personalized services. SNAP scales to large deployments with centralized management systems for policy rules and systems operation, enabling execution of network, subscriber, and application policies across voice, data, and video networks in the largest networks worldwide.

### Complete solution

SNAP is a complete, end-to-end solution designed to enable policy and rating decisions to manage network access and control quality of service (QoS), while improving business results and client satisfaction. SNAP delivers many key policy capabilities for an evolving marketplace, including:

- Support for critical policy capabilities such as fair use, tiered pricing, and access control
- An available online charging component that enables smart monetization of network policy actions taken at subscriber level

### Effective network resource management

Hewlett Packard Enterprise (HPE) Subscriber, Network, and Application Policy solution dynamically allocates network resources, makes optimization and control decisions, and enables the creation of new services controlled by individual subscribers.

## Offering overview

The SNAP solution integrates its policy and charging application components through a standards-based platform managed in real time with HPE Unified Policy Manager and HPE Real Time Charging.

- QoS control in the network based on flexible triggers such as destinations, roaming to new networks, time of day, credit exhaustion, and congestion status
- Fast, persistent policy decisions made in-session with context-aware promotions and campaigns targeted to subscribers
- Support for client control for user adjustments to profile, services, and billing plans
- Business rules creation interface to create and manage integrated policy and charging requirements
- Affordable scalability built on industry-standard IT platforms tailored for the right level of availability and expansion
- Out-of-the-box connectivity to network components from all major equipment vendors via 3GPP-compliant protocols

### HPE Unified Policy Manager (HPE UPM)

UPM is the policy definition, management, and execution platform designed to control or connect to various telecom business domains, such as:

- Network and charging domain for control
- CRM domain for access to subscriber and service information
- Service fulfillment domain for updates and completion of subscriber changes
- Service delivery and application for control of applications access and QoS

Benefits include:

- Enables real-time management of network resources in sync with subscribers and applications.
- Works in concert with HPE Real Time Charging (RTC) to deliver a personalized service experience to subscribers where policy actions can trigger quota or QoS upgrade offers.
- Allows single policy control across multiple access networks through its rich set of standard-based connectors.
- Provides graphical rule definition for ease of use and shortened time to market.

- 3GPP Policy and Charging Rules Function (PCRF) compliance ensures dependable connectivity with network core.

### HPE Real Time Charging

This field-proven online charging component provides end-to-end session management, service access and charging control, rating, and balance management. Fully integrated with HPE Unified Policy Manager, Real Time Charging lets you easily monetize the value of your policy-controlled network assets.

Benefits include:

- Applies real-time and in-session charging to create new services and payment methods.
- Gets real-time upsell at point of policy control.
- Offers customized bundling for on-demand services operating within a tiered pricing billing scenario.

## Help to navigate your journey

We offer a broad portfolio of solutions that can help you navigate your transformational journey.

- **Drive your business transformation**—HPE Solution Consulting Services helps define your business transformation and translates strategies into actionable solutions.
- **Shorten time to revenue and mitigate project risk**—HPE Solution Delivery Services maps your business needs and accompanies you through the entire solution lifecycle.
- **Improve availability and operational efficiency**—HPE Solution Support Services provides reactive and proactive solution support and ongoing operating services.

HPE Services is packaged for HPE SNAP, enabling you to quickly monetize new services and implement policies with lower operational risks in an outsourced model.

Learn more at  
[hpe.com/CSP/SNAP](https://hpe.com/CSP/SNAP)



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