

Intelligent Service Delivery



Policy is dead, long live Policy!

neustar®

What is Policy?

Pol-i-cy [pă-lə-sē]

1. Prudence or wisdom in the management of affairs.
2. A definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions.

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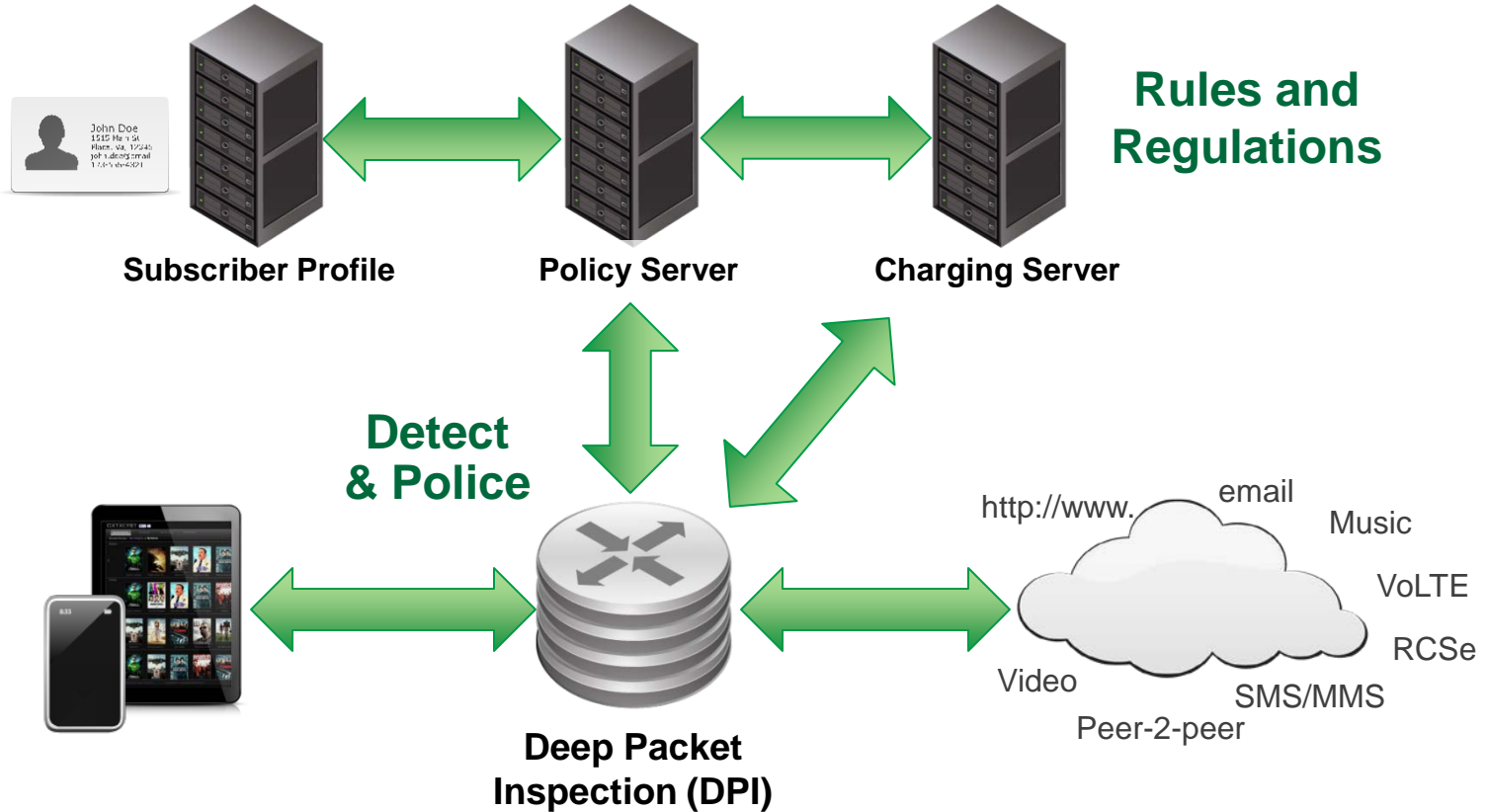
Source: Middle French : Policie or Police [en]

1. To **supervise** the operation, execution, or administration of to **prevent** or **detect** and **prosecute violations** of rules and regulations.
2. To exercise such supervision over the **policies** and activities of....

Complex connected world



Data Policy and Charging Control (PCC)



Policy is dead?

DutchNews.nl

**KPN under fire over internet
privacy**

Friday 13 May 2011

ZDNet.

**Dutch MPs vote through EU's
first net neutrality law**

23 June, 2011

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But.....



MOBILEMEDIA

Smartphone Data Usage Up, Unlimited Plans Disappearing

TUE JUN 21, 2011



So what is a gigabyte for mobile users, anyway?

Jul. 8, 2011

...**So how to add value?**

People don't buy Gigabytes?



You browse the internet.

“Best efforts is normally good enough.”

I want to make an important voice call.

“Must happen now and have good quality.”

I want to send a message.

“Needs to be guaranteed to get to the recipient.”

I'm paying to watch “my content”.

“I'm willing to pay a premium, to get what I want, when I want it.”

Policy Recommendations



Focus on delivering customer value, carrot not stick.

Enable the appropriate Quality of Experience.

Ensure customer high value/important services are delivered.

Enable the appropriate monetization of that experience.