Simplify and streamline subscription management

HPE Subscription Manager

Mobile devices are an integral part of today’s digital world. Consumers use them for a wide range of services, forcing operators to optimize their offerings to meet customers’ existing and newly emerging expectations.

The challenge

Time is of the essence
Consumers expect real-time, all-the-time services. To do this, service providers must upgrade their networks. And, to additionally decrease churn rate and gain new subscriptions, they must predict customer needs and target subscribers with new and relevant applications (apps) and services. In a typical network environment, redundant functions, a multitude of consoles, and graphic user interfaces (GUIs) make setting up new offers and maintaining existing services complex, time-consuming, and costly.

The solution—HPE

Proactive experience management
To fulfill these expectations, a unified subscription experience is needed across all subscription channels, controlling the complete subscription lifecycle from validation to provisioning, charging, user interactions, and accounting. You can get this with Hewlett Packard Enterprise (HPE) Subscription Manager.

It’s a fully customizable platform; designed to be robust, scalable, and extensible, it adapts to your network’s specifics.

Carriers that deployed HPE Subscription Manager shortened their time to market by 70 percent for new services while reducing operational costs by as much as 50 percent.

Figure 1: Supported subscription services and activation types
HPE Subscription Manager simplifies and streamlines subscription management by providing:

- Centralized subscription management for all services, subscriptions, and channels
- Unified control options over the complete subscription lifecycle

With it, you can introduce subscription charging schemes and subscription activation strategies best matching your customers' requirements and preferences based on subscriber data analysis. It also supports launching new products based on a wide variety of schemes, including:

- On-demand, periodic, recurrent, or deferred charging schemes
- Immediate, scheduled, nested activation or first-time use
- Time- or volume-based subscription

HPE Subscription Manager is fully customizable to any network and process. Subscription handling—combined with notification and promotion support—helps retain subscribers. Operators can manage complex and varied subscriptions for improved customer experience, while lowering operating expenses. And subscription and activation strategies can be configured and implemented quickly, using a single user interface.

**Customers encouraged to access premium services**

Manage a variety of products, subscriptions, and services based on customer actions with HPE Subscription Manager.

- Subscription auto renewals—Automatic renewal for postpaid subscribers on first use.
- Video service first-use offers—Service activated when first use is detected by HPE Subscription Manager and the entire subscription lifecycle is handled to avoid misuse and ensure customer satisfaction.
- Premium music services—Charging scheme and interface with music service can be set up within a short time to generate a new revenue stream and provide added value to subscribers.
- Customer reward schemes using advanced advertising models—Promotional messages, coupons, and upgrades are triggered based on subscriber location, preference, or time of day.

**Benefits gained**

**Your potential unlocked**

With HPE Subscription Manager, you can remove redundant functions from your system and eliminate multiple consoles and GUIs by using the unified interface, and reduce operational staff training costs.

A single intuitive user interface helps your call center provide quicker, better service. With it, you can also easily create new products and services without specialized training. The centralized product catalog provides a user-friendly and clear way to review products and provided services. Launching new products becomes faster, making it easier to react to market changes.

New revenue streams are introduced by targeting customer segments with relevant products, increasing customer satisfaction, resulting in increased average revenue per user.

**The answer**

Look no further. Simplify and streamline your subscription management with HPE Subscription Manager. Let us be your solution to success.

Learn more at [hp.com/go/PCC](http://hp.com/go/PCC)