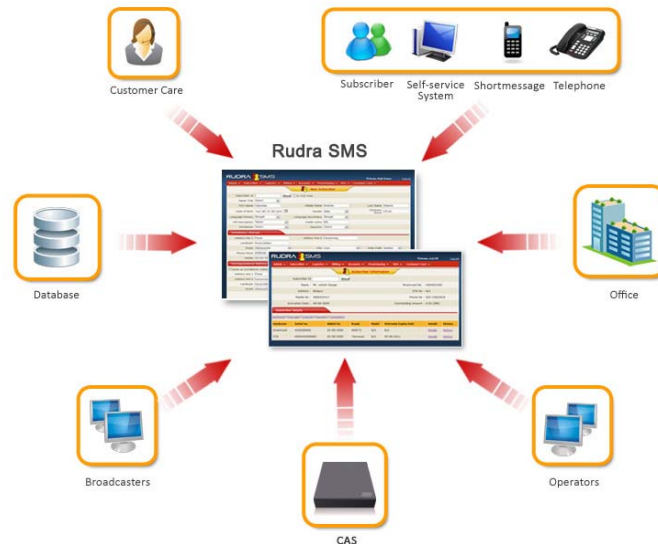


RudraSMS - Subscriber Management System

The Rudra Subscriber Management System is an integrated and powerful system to manage subscribers and products and access rights, dealers and material management, contract management and billing. Built on a modern platform, its modular conception allows for easy and rapid implementation as well as efficient commissioning.

The solution builds on a central database where all information regarding product purchases, product tiers and subscriber is stored. The database is driven by two separate web interfaces, one for use by the operator and one for use by the customer.

The operator interface is used to define products and products groups, to define pricing and campaigns and to register new subscriber and new products. The customer interface is used by the end customer to purchase your products and subscriber to your services. Changes are reflected at user's devices in near real time. The system supports a variety of business models such as packet subscription, a la carte subscription and pay per view.



KEY FEATURES

- An intuitive web interface compatible with multiple browsers
- User Interface can be 100% branded to the operator
- Simple subscriber registration process
- Comprehensive and easy access to all subscriber information
- Flexible and seamless provisioning by processing service usage data through an extensible, adapter-driven framework.
- Batch processing
- Customer care management and statistics
- Products and services bundling with appropriate pricing and promotional programs.
- Automatic periodic billing as per the billing parameters
- Provides streamlined, easy access to MIS reports for operator as well as the broadcaster
- Integrated with the payment gateways to enable online payments for the subscribers
- Partnered with several CAS vendors



SUBSCRIBER MANAGEMENT

- New Subscriber
 - Edit Subscriber
 - Delete Subscriber
 - Assign Channel Package to Subscriber
 - Assign a la carte channel with subscriber
-

PRODUCT MANAGEMENT

- Create Base and Add-on Package
 - Modify existing channel packages
 - Delete channel packages
 - Hardware Schemes
 - Promotional Packages
-

CREDIT MANAGEMENT

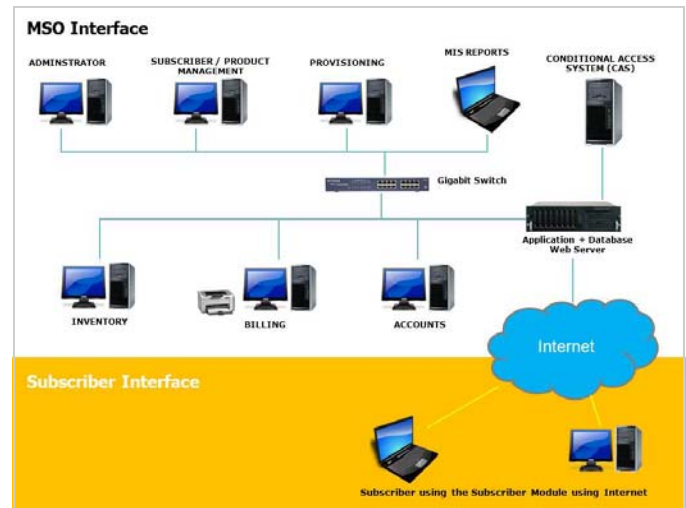
- Manages subscriber credit for the pre-paid & post-paid models
 - Extension of credit limits for the post-paid subscriber
 - Disconnects a pre-paid subscriber when the credit balance exhausts
-

INVENTORY MANAGEMENT

- Managing inventory for setup boxes, smart cards, dish and other devices
 - Location of a particular hardware in the field
 - History of Inventory
-

PROVISIONING

- Scheduling of Command
 - Bulk Activation and Deactivation
 - Fingerprinting Command
 - Bulk messaging or Individual Subscriber Messaging or to a group of cards
-



BILLING

- Option of Day to Day billing or Monthly Billing
 - Different billing process for CAS Zone and Non CAS Zone subscribers
 - Bills are printed cable operator wise which makes the distribution of bills easy
 - E-Bills can be generated in case the email address are present for subscribers
-

MULTIPLE PAYMENT OPTIONS

- Integrated with payment gateways to enable online payments
 - Payment through Credit Card & Direct Debit to ensure subscriber convenience.
 - Allows account top-up by voucher
-

CUSTOMER CARE

- Inquiry and Complaints
 - Task Management
 - Prospect Subscriber
-



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