

It's not just billing anymore.

Traditional billing software is simply too rigid and inefficient.

*Revenue Management supports the transformations
you are making to your business, and the innovations you are
working to deliver to customers.*

PORTAL[®]

Clearly different

Unprecedented Changes

Not so long ago, you were competing in a single service, single payment environment. Leadership was largely defined by geographic location and the quality and cost of your service. Today, dramatic improvements in communications and technology have forever changed the way companies do business.

Things today are clearly different.

Consumers expect an innovative portfolio of services, and they have many places to turn if you don't deliver. Empowered by deregulation and searching for growth, powerful new brands are entering the market from different geographies and industries. These businesses are driven by what customers want, not what technology can do.

With an increasing number of value-added services available, and an insatiable customer demand for new ones, managing multiple customer touch points has become a huge headache. You are now delivering offerings that span prepaid and postpaid, fixed and mobile, voice, data, and content. Your business performance depends on your ability to figure out how to track and monetize all these transactions. And traditional billing approaches are crippling your ability to respond.

The reality is that while the industry has matured, conventional billing approaches have not. Traditional billing software is simply too rigid and inefficient to

support the transformations you are making to your business and the innovations you are working to deliver to customers.

This trend echoes the evolution of enterprise resource planning (ERP). Twenty years ago, companies wrote and managed their own general ledgers. Once ERP software became widely available, this approach was a thing of the past.

The same transition happened with customer relationship management (CRM) software. Just ten years ago, many companies were still custom building their own CRM applications. Today this practice would be unthinkable and would seriously compromise your ability to compete.

Just as the introduction of CRM software allowed companies to more strategically manage their interactions with customers and ERP software enabled more effective management of back-office financials, a third major enterprise software shift is under way. This is the movement from billing to Revenue Management.



1927

Philo Farnsworth patents the first electronic television

1949

AT&T introduces the first rotary phone

1972

Pay television debuts with the airing of HBO



1973

Martin Cooper of Motorola makes first cell phone call

1981

IBM introduces its first personal computer

1989

Tim Berners-Lee invents the World Wide Web

2003

MP3 players redefine the music industry

2006

Cell phone sales approach one billion

Billing

ERP

CRM

Revenue Management

1883

Ritty receives a patent for inventing the cash register

Nicknamed the "Incorruptible Cashier," James Ritty's invention came with that familiar bell sound referred to in advertising as "The Bell Heard Round the World."



1938

Konrad Zuse creates first programmable computer

The Z1 is today considered to be the first freely programmable computer in the world. Financed completely with private funds, Zuse constructed the Z1 in his parents' apartment.

1974

Edgar Codd invents relational database and SQL

Codd, a mathematician from Oxford, invented the relational database and SQL while working as an IBM researcher in the IBM San Jose Research Laboratory. His work laid the theoretical foundation for the standard method by which information is organized in and retrieved from computers.



1979

First VisiCalc spreadsheet program released

Invented by Dan Bricklin and Bob Frankston, VisiCalc was released to the public running on an Apple II computer. It was an instant success and provided many business people with an incentive to purchase a personal computer.

1992

SAP introduces R/3 ERP system

The client/server-based version of SAP's ERP system would go on to redefine how businesses are managed. Based on SAP's success, ERP became the first great enterprise application.

1993

Siebel pioneers Customer Relationship Management

CRM innovator Siebel Systems pioneers the second great enterprise application by providing software that improves a company's ability to track and optimize its customer relationships.

2000

Portal's Dave Labuda patents real-time billing software

Then Portal's CTO, Dave Labuda invented software that improved billing for service providers by rating and charging in real-time to reduce revenue leakage and increase profitability.



2005

Portal 7 is introduced at 3GSM in Cannes

As the first integrated, product-based billing and Revenue Management platform, Portal 7 went beyond just billing to define and manage all customer revenue touch points, ushering in the third paradigm shift in enterprise applications.



CLEARLY DIFFERENT

From Billing to Revenue Management

Portal equips you to stay ahead of the market by transforming billing from a passive, back-office function into an active business solution known as Revenue Management. Revenue Management is the strategic end-to-end management of customer revenue across the enterprise.

While billing addresses only one piece of the revenue equation—issuing a bill after services have been delivered—Revenue Management manages and unifies all customer revenue streams in real-time across services, technologies, payment methods, and geographies. By providing the essential link between the service, the customer, and the balance sheet, Revenue Management delivers a comprehensive view of all company revenue and a unified picture of each customer's service preferences, usage patterns, and transactions.

Transitioning from billing to Revenue Management eliminates the excessive cost, time, and frustration associated with the management of multiple incompatible billing applications. Service roll-outs that would typically take months due to complex billing customization, integration, and testing requirements are reduced to weeks or even days. This significantly speeds time to market, allowing you to quickly launch profitable new products, services, and lines of business that capitalize on emerging customer opportunities.

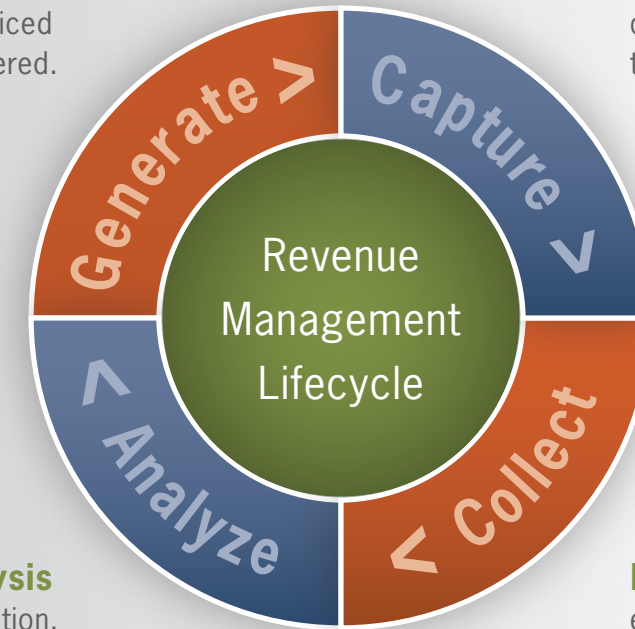
In an era when building an influential and memorable market position is imperative, Revenue Management

also enriches your global brand. While disparate legacy billing systems emphasize organizational and geographic boundaries, Revenue Management builds a unified brand experience. Powered by a common infrastructure, your employees are able to deploy consistent revenue strategies worldwide. Customers receive just one bill for all of your services, and can easily access up-to-the-minute account balances and status information across all of their transactions. And, because you are able to monitor revenue in real-time across the enterprise, potential issues are identified and resolved long before they ever reach your customers and your bottom line.

In addition to generating, capturing, and collecting revenue for each customer, this lifecycle provides real-time revenue analysis that delivers valuable insight into customer buying patterns and service preferences. Subscriber activity can be closely monitored, allowing you to increase service usage through timely offers. Unpopular services can rapidly be refined. Unsuccessful pricing offers can quickly be terminated or adjusted for better response. And uncollected revenue and fraud can be significantly reduced.

Revenue Generation
identifies revenue opportunities and enables customer-specific promotions and optimally priced services to be delivered.

Revenue Capture
transforms customer transactions into revenue, ensuring they are captured, rated, and/or discounted to drive bottom-line profits.



Revenue Analysis
delivers real-time verification, reporting, analysis, and control to maximize revenue and minimize leakage.

Revenue Collection
ensures all bills and invoices are accurately generated and appropriate customer revenues collected.

Revenue Management consists of an end-to-end process known as the Revenue Management Lifecycle. Portal's solutions support every phase of this lifecycle, actively managing and optimizing customer revenue through the generation, capture, collection, and analysis of revenue across all customer touch points.

CLEARLY DIFFERENT

Single Platform Advantage

While an “every solution is unique” approach can work well for emerging industries, it is simply too time consuming to implement and costly to maintain in maturing markets where competition is fierce, commoditization is rampant, and profit margins are shrinking.

In the single service, single payment environment of the past, it was common to have a large in-house IT staff focused on the development of custom billing solutions. But your top priority these days is rolling out profitable new services, not developing internal software applications.

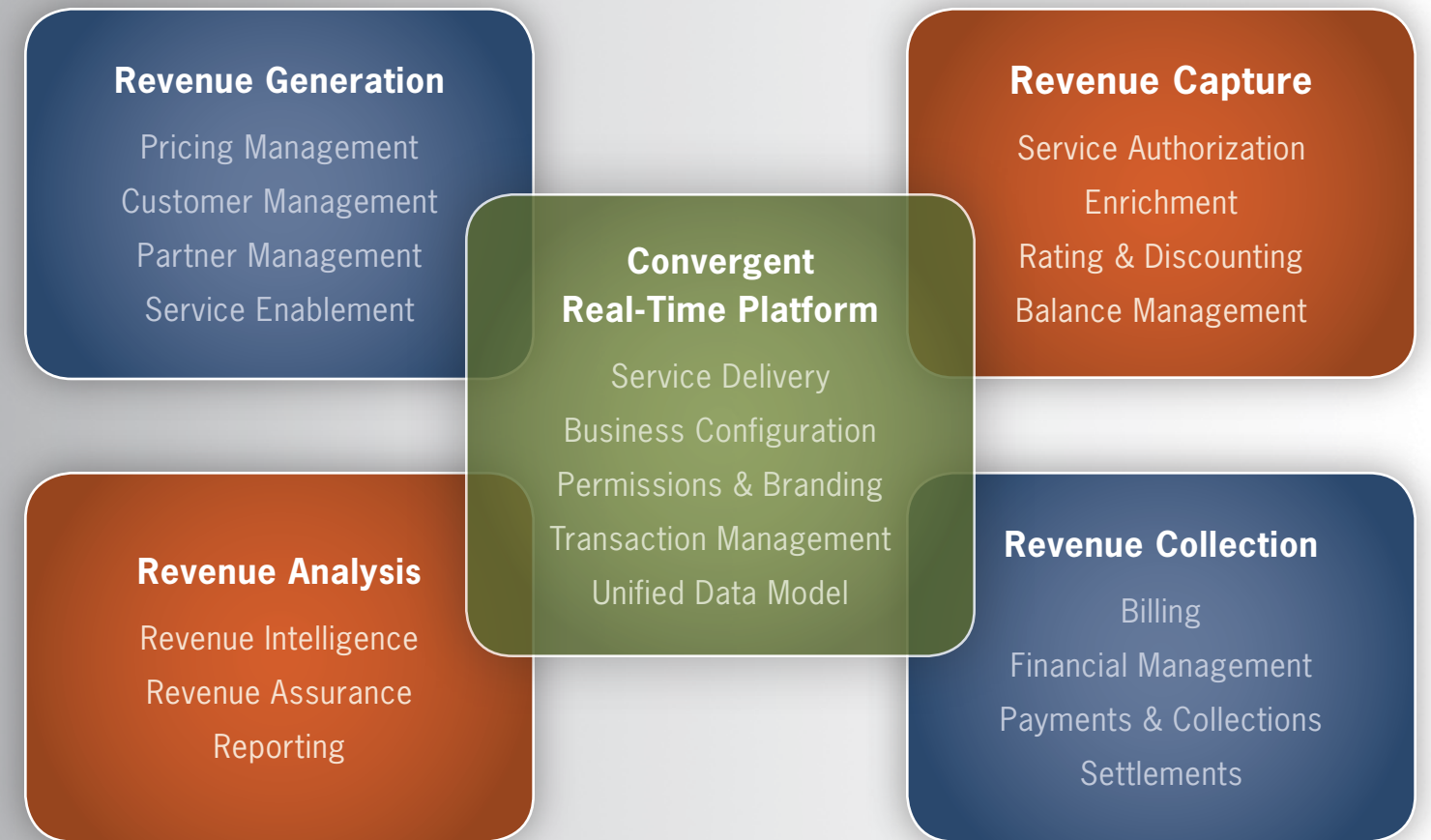
For this reason, like ERP and CRM systems, Portal's Revenue Management solution is delivered on a common product. This proven product approach recognizes that companies share a set of common needs that can be rapidly addressed out of the box to reduce cost and speed time-to-market. Portal's powerful platform is designed to quickly meet these core needs while enabling market-specific configuration through add-on modules for segments such as wireless, wireline, cable, ISP, and Internet telephony.

Portal's single platform philosophy is essential in an age in which convergence has become a reality. Today, voice, data, commerce, and content must flow simultaneously over multiple networks, giving users access to the most relevant services on the most appropriate devices. More and more service providers are pursuing

triple and quad plays. As services converge in multiple dimensions, it is simply not possible to continue building a different billing application for every new service.

Portal's single platform philosophy also dramatically simplifies ongoing maintenance. Finally, you have one consistent scalable platform with a built-in upgrade path. As Portal continually improves its platform based on the collective best practices and lessons learned from its worldwide customer base, you gain competitive advantage by automatically accessing these new innovations.

Portal is recognized for its ability to help service providers make the transition from billing to Revenue Management at their own pace. Portal's platform is built on an open architecture that can be easily integrated with existing ERP, CRM, legacy systems, and service delivery networks. Because it co-exists comfortably with legacy billing systems and next-generation services, the Portal platform can be deployed in a modular fashion. This allows you to protect your existing technology investments while making a well-planned strategic shift to Revenue Management.



Portal 7, the industry's first fully-convergent Revenue Management solution, meets the flexibility, performance, and availability demands of today's increasingly complex business environment. A product-based, enterprise platform, Portal 7 manages revenue across any customer type, service, payment method, business model, and geography. Portal 7 enables service providers to transform the complexities of convergence into advantages, swiftly designing and deploying pricing, billing, and promotional offers for a broad range of differentiated services.

CLEARLY DIFFERENT

Delivering Breakthrough Solutions

Implementing innovative solutions requires combining best-of-breed technologies with the best Revenue Management expertise available.

Portal, along with our partners, offers unmatched depth in the design, delivery, and support of Revenue Management solutions worldwide.

To complement our proven Revenue Management experience, Portal has selectively developed partnerships with the world's most respected systems integrators and technology partners, as well as the leading CRM, ERP, and other enterprise and specialist software providers. Many of these alliances are joint development relationships that generate pre-integrated, productized

solutions that accelerate Revenue Management across the enterprise.

Through the combined expertise of Portal and our partners, we are able to help service and media providers lower costs, ease integration, and increase solution performance as they deploy Portal's advanced Revenue Management solutions.

accenture

Atos
Origin

Capgemini

hp

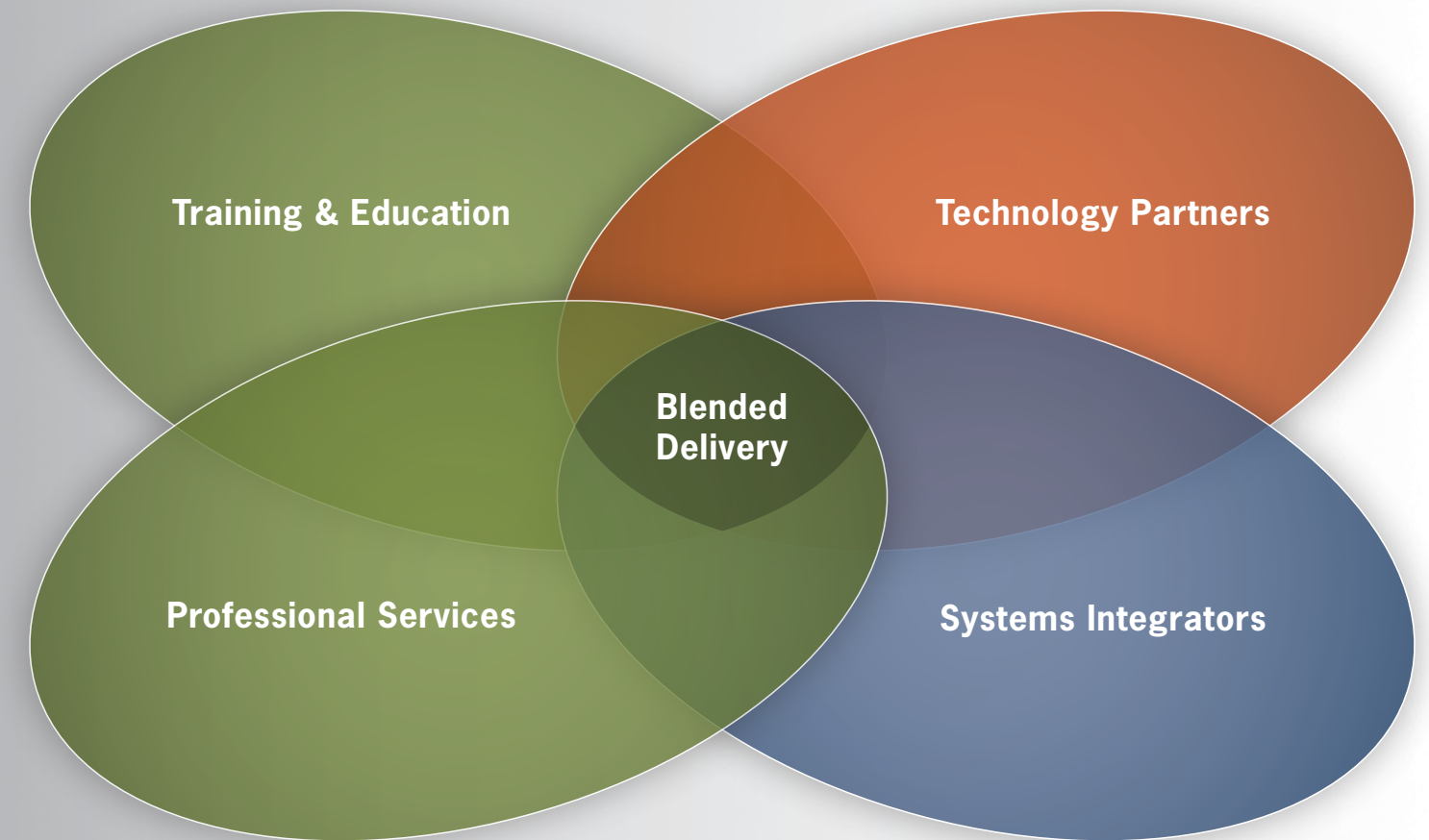
Microsoft

ORACLE

SAP

SIEBEL

Sun
microsystems



Portal's blended delivery model utilizes the talents of both Portal and its partners to give our customers a competitive advantage. Portal's Training and Education services, combined with the Portal Certification program, provide customers and partners alike with the necessary knowledge and skills to optimize their investment in Portal's platform and the services it supports. Portal's Professional Services organization provides consulting and technical support, as well as access to Portal's engineering team, to enable the smooth delivery and implementation of Portal solutions. Our partnerships with leading technology vendors and systems integrators ensure that Portal's solutions are optimized for the highest levels of performance and well integrated with your ERP, CRM, and other business systems. Together, these elements deliver a complete ecosystem for designing, implementing, managing, and supporting Portal 7 Revenue Management solutions.

CLEARLY DIFFERENT

Innovative Customers

With the deepest Revenue Management experience base worldwide, Portal is the leading provider of billing and Revenue Management solutions for the global communications and media markets.

Portal's commitment to deliver superior Revenue Management solutions has generated proven business successes with leaders in over 60 countries supporting hundreds of services. Portal is also the Revenue Management partner of choice to many of the world's leading service providers, including Vodafone, TELUS, AOL, Deutsche Telekom, NTT, China Telecom, Reuters, Telstra, China Mobile, Telenor, and France Telecom.

Our customers don't have to rely on Powerpoint presentations to understand what makes us different. They choose Portal because we can demonstrate how our technology and vision is helping the world's leading companies achieve their most important business goals.

Today, our customers are delivering new and innovative services which help them create competitive advantage and increase their profitability and time-to-market. That's why we're uniquely positioned to help you manage your billing and customer revenues, and quickly take advantage of today's—and tomorrow's—business opportunities.

Visit us online at Portal.com for a complete list of customers and a wide range of success stories, including the ones shown below.



To learn more about Portal
Revenue Management solutions
please visit our website at
www.portal.com

PORTAL[®]
Clearly different

© 2006 Portal Software, Inc. Portal and the Portal logo are registered trademarks in the United States and in other countries.

All other registered trademarks are owned by their respective companies.

CB-06-0206-e