BOOST REVENUE WITH HTTP HEADER ENRICHMENT IN MOBILE NETWORKS

Mobile operators are increasingly looking for ways to monetize mobile services and drive new revenue streams. They can do this by leveraging subscriber intelligence and partnering with over-the-top (OTT) players and content partner websites to deliver highly customizable and unique content experiences to the subscriber.

Mobile service providers are in a unique position to leverage the data going through their networks. The capability to correlate subscriber information with user IP address will enable service providers to offer subscriber-facing value-added services to drive additional revenue.

THE CHALLENGE

The implications of the phenomenal growth in data traffic often results in poor performance and unsatisfied subscribers. Service Providers are scrambling to find ways to increase their market share, reduce subscriber churn, increase subscriber average revenue per user (ARPU), and monetize mobile services.

HTTP HEADER ENRICHMENT

Modern mobile network operators tend to drive additional revenue streams by monetizing subscriber intelligence, without comprising user's privacy. An HTTP header enrichment solution allows mobile operators to modify and enrich the HTTP header with anonymized user and device identifiers such as IMEI, IMSI, MSISDN, UID and more, as well as other subscriber policy related information.

The subscriber metadata from the enriched HTTP header can be used by a wide variety of content partners or merchants for billing and charging for the services consumed by the subscriber. It is also a method of "direct carrier billing". The

CHALLENGE

To enhance their profitability, mobile operators must develop subscriber-centric businesses driven by differentiated service offerings.

SOLUTION

A10 Thunder appliances enable mobile service providers to play a bigger role in helping their content partner websites and OTT players provide differentiated and unique subscriber experiences. Service providers can benefit from service monetization by partnering with third-party websites, including media streaming services, rideshare providers, retail and more, by combining subscriber intelligence with header enrichment to offer enriched HTTP header.

BENEFITS

- Provide unique and differentiated subscriber experiences
- New service monetization opportunities

merchants can be retail vendors such as coffee shops (e.g., Starbucks), app stores, OTT players, media streaming services (e.g., Spotify, Netflix), and more. Headers such as operator generated UIDs enable content advertisement websites to offer targeted advertisements.

The merchants or content partners can either have their payment servers receive the enriched HTTP request, process and push out payment confirmations, or interact with a mobile payment provider who can process payment on their behalf.

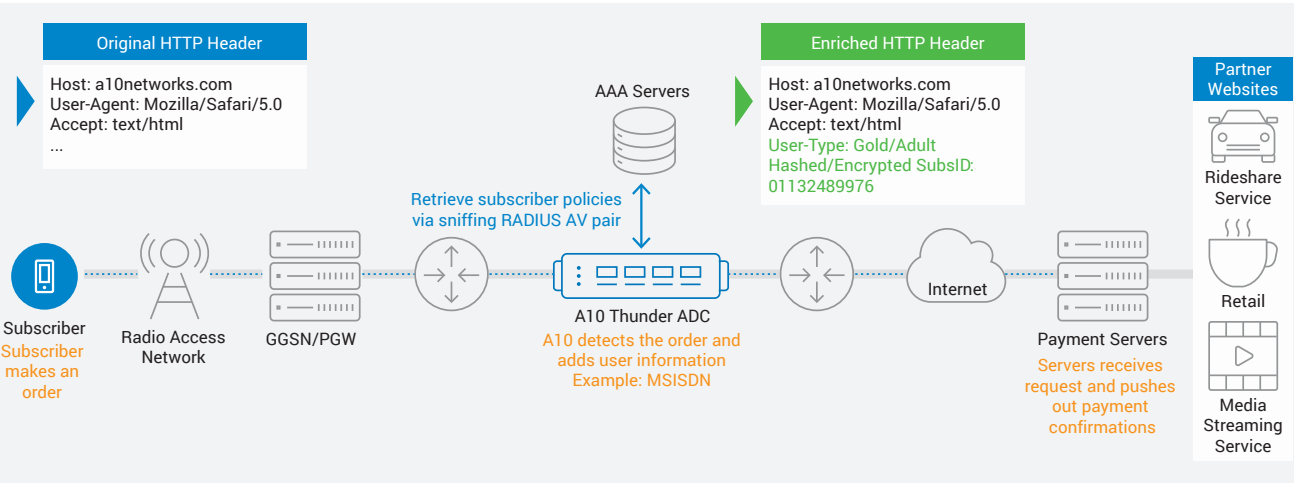The figure below represents a sample header enrichment scenario:

Figure 1: HTTP header enrichment

SOLUTION COMPONENTS

- A10 Thunder® ADC (Application Delivery Controller)
- aXAPI® REST-based API

SUMMARY

Mobile network operators can enhance their business models with new revenue streams by leveraging an HTTP header enrichment solution. This enables content partner websites to offer users personalized services to enhance customer experience while positively impacting the bottom-line.

NEXT STEPS

For more information, please contact your A10 representative and visit: www.a10networks.com/adc

ABOUT A10 NETWORKS

A10 Networks (NYSE: ATEN) is a Secure Application Services™ company, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide.

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