

# Volubill Explores the Future of Policy Management and Mobile Data Services on TM Forum Webinar

**Bill shock, personalization and segmented charging top the agenda**

**London—May 12, 2010—**[Volubill](#), the leading provider of real-time policy management and charging solutions, will present the next wave of policy management-driven mobile broadband services during a TM Forum webinar on Wednesday June 30, 2010 at 10:00 a.m. EDT / 3:00 p.m. GMT. [Policy Control and Subscriber Services of Tomorrow](#) will be led by Volubill CEO John Aalbers, who has presented on policy management's role in mobile operator networks at the industry's most prominent events, including Mobile World Congress 2010 and TM Forum's Management World 2010. Analyst, Teresa Cottom from research firm [Telesperience](#) will also participate and outline the latest figures following a survey into the use of policy management by service providers.

The webinar will cover the importance of effective policy management solutions and their role in reinventing tariff plans to better manage network usage. Presentations will also demonstrate how, by effectively integrating online charging (OCS), policy management (PCRF) and policy enforcement (PCEF) capabilities, service providers can support deeper market segmentation and entice customers with new pricing options that offer real, personalized value. Requirements and solutions will also be demonstrated for bill shock management, segmented charging, and usage tracking and management to offer more personalized, segmented services to customers and a better quality of experience overall.

"U.S. and European operators are now earnestly moving away from the flat-rate model, but they need to carefully consider how these new plans will provide value for customers in the long run," said John Aalbers, CEO of Volubill. "Data consumption rates will continue to rise, especially as faster 4G networks are built, so while cheaper, capped data plans may be enough to attract subscribers in the short term, at some point additional value will have to be offered via new service plans that really cater to subscribers' demands, or they'll start to look elsewhere for that value. The issues presented in this webinar will look at the kind of traffic analysis and personalization systems needed to make those services a reality."

To register for this TM Forum webinar, click [here](#).

## About Volubill

Volubill provides innovative "on the network" charging and policy control solutions to telecom operators worldwide. The company's solutions enable operators to manage bandwidth based on subscriber- and service-centric usage policies and quotas in order to maximize revenues and service experience and eliminate churn. Transcending the boundaries between the network and IT systems, Volubill provides flexibility and unlocks the potential of real-time BSS integration. Founded in 2001, Volubill is a global company with more than 70 customers worldwide.

## Further Information

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