

KUALA LUMPUR, MALAYSIA, September 30, 2013 **/24-7PressRelease/** -- PCC Mobile Broadband today launched the Feature Stack, a framework for the development of mobile broadband services to facilitate the design of new and innovative features for mobile data products. The Feature Stack, which was developed by PCCMB's Consulting Practice, enables teams tasked with the development of mobile broadband services to assess and realign the existing range of services offered on their mobile broadband plans and map out new and add-on features to support the Operators' product innovation, revenue enhancement and subscriber retention strategies.

"With the rapid growth of the 4G LTE and the convergence of mobile, wireline and wireless, we see Operators rolling out a myriad of new and innovative plans to capitalize on the rapid uptake of high-speed data services globally. The challenge remains however, to work out the best strategies to balance product innovation with revenue and retention strategies. A good understanding of how product features tie to these strategies determine both the selection of packages to be offered as well as the choice of solutions, in terms of both technologies and vendors. We see the scope of Product Development Divisions to increase rapidly as the complexities of designing and developing the solutions to support the roll-out of new products start to increase, especially with more niche and enhanced solutions proliferating in the market." said Prushothma Rao, Senior Expert, Mobile Broadband Service Development, PCC Mobile Broadband

Feature Stack High Level Design Blueprint

As part of the launch, PCCMB offers the Feature Stack High-Level Design Blueprint, which is a simplified guide for product managers to streamline the features, services and packages offered on their mobile data plans and identify new Feature Layers that can be added to these plans. The Blueprint covers 13 key Feature Layers which include, among others, Speed Differentiations, Granularity, Content Filtering, Off-loading, Group Deals, Loyalty and Rewards Programs. Detailed information on the Blueprint and download options are available at <http://www.policychargingcontrol.com/feature-stack>

PCCMB's Enterprise Telecom Analytics Platform (E-TAP)

The Feature Stack also drives the use of analytics for the design and development of new services. PCCMB's Enterprise Telecom Analytics Platform (E-TAP) provides a simplified analytics platform for mobile data Operators and solution vendors in this segment to mine data relating to subscriber behaviour and preferences on mobile data services. The Feature Stack Engine and Dashboard are some of the key features on the E-TAP, which is expected to offer

'Feature Stack' to Push Mobile Broadband Product Innovation Boundaries to New Levels

Written by Australian Business

Operators an effective tool for continuous engagement with the market and for drawing insights on the demand trends across various subscriber segments.

Feature Stack Direct Insights

In conjunction with the launch, PCCMB is also commencing the first of its Direct Insights Series to engage key people in the product development segment across CSPs, Solution Vendors and System Integrators to garner industry views on the increasing scope, complexities and challenges in designing and producing the best mobile data products and rolling these out successfully to the market.

The Feature Stack framework is expected to highlight the product innovation possibilities and the potential of existing solutions to generate more advanced services in the mobile data segment. It also emphasizes the increasing importance of the policy and charging control component as the single most powerful element within the mobile data networks to enable a wide range of advanced features to be built, configured and delivered to the market.

For more details and to keep abreast with the Feature Stack and related news, follow PCCMB at @Policy_Control #FeatureStack and our Forums at <http://www.policychargingcontrol.com>

PCC Mobile Broadband (PCCMB) is a leading digital media services company and provider of analytics and consulting services for the mobile broadband segment. As part of its digital media services, PCCMB brings the latest developments in the mobile broadband markets in terms of technology, solutions, deployments, growth and revenues, via its extensive coverage of the latest news, updates, trends and market outlooks for the segment and its sub-segments.