



## ENIGMA SYSTEMS

Perpetual Security Solutions

ENIGMA SYSTEMS has been developing solutions for operators of digital TV for the last few years now. VIP Billing® is an evolutionary billing solution and progressive CRM, created for operators wishing to increase the income from their networks, make their services stand out from those of their competitors and increase the quality of service offered to end-customers.

*VIP Billing is the result of ground experience acquired throughout past decade among all type of DTV operators, cable, terrestrial and IP. VIP Billing has been successfully implemented with local and national DTV operators.*

# VIP Billing® Billing and Customer Relation Management solution For digital TV operators

## Why choose VIP Billing ?

- **Make your services stand out from those of your competitors** with TV on demand, VOD, purchase through scratchcards with interactivity through a GSM network.
- **Release your internal resources** by allowing your clients to access their account.
- **Increase your revenue per client** by implementing a distinctive commercial policy.
- **Charge new services** with the diversification of your offering.
- **Build customer loyalty** by implementing loyalty programs, discounts on events, purchase of services in advance, discount incident, notifications before rights expirations.
- **Manage your strategic partnerships** with installers, repairers, resellers, content providers.
- **Simplify the management of your clients** delivering them instant rights activation and efficient support program.
- **Increase your market percentages** by implementing a winning marketing strategy developed from your reports.
- **Develop your interactive services** with the integrated GSM module.
- **Improve your sales** by using the pre-paid scratchcard sales service.

**VIP Billing® is marketed under license or ASP mode hosted service.**

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## **FUNCTIONS**

### **MARKETING**

- Creation of a product pricing policy.
- Pre-paid and post-paid management.
- Scratchcards activated by GSM.
- Marketing of 256 basic channel packages and more than 1,000 derived channel packages.
- Pass purchase orders by SMS.
- Creation of micro payment marketing offers by day, week, or month...
- Management of differentiated limitation rights for differed payment for the rights.
- Management of marketing partners for businesses, resellers, installers, content providers.

### **ADMINISTRATION**

- Management of user accounts; clients, sellers, cashiers, resellers, content providers...
- Multilingual and multicurrency management enabling the marketing of TV services in border areas.
- Management of marketing agencies and access control servers.
- Management of content providers.
- Automatic and daily backup of the databases.

### **INVOICING**

- Management of sales points.
- Management of incursive clients.
- Management of late payments with notification levels including grace periods.
- Buying advance rights.
- Management of limitation rights.

### **CRM**

- Management of customised client messages displayed on a TV screen in three formats.
- Management of unpaid accounts with automatic client reminders.
- Automatic notification of end of client rights.
- Management of special offers per client or per product.

### **STOCKS**

- Management of the RECEIVERS with bar code reader support.
- Traceability of the RECEIVERS by model and software version numbers.
- Management of the Scratchcards and their usage status.
- Management of the installation kits.
- Batches tracking.

## **PERFORMANCES**



- ✓ Work environment MySQL/Linux
- ✓ Delivered on a RAID1 software configured server.
- ✓ Sized for 100,000 users.
- ✓ Modular hardware architecture.