

# Cell Broadcast System

## Factsheet



## Dynamic Discount Service

The Dynamic Discount Service (DDS) is a front-end application for the Cell Broadcast Centre (CBC). DDS allows the operator to use CB messages to display the discount subscribers get when making a voice call.

Offering discounts should attract subscribers to make more voice calls. The discount percentage depends on the actual or the planned load of a cell. The discount can vary per cell and can be updated on a regular basis, for instance each hour.

The discount percentage can be derived from historical cell load information, or can be a result of real-time load measurements. In either case, the discount information for each cell for the coming period(s) shall be made available in a plain ASCII file for processing by the DDS.

The DDS option comprises of four parts:

1. The Cell Info Service (CIS) tool which generates CB messages, including the throughput license for this service.
2. Development of tooling to convert the discount information into input files that are compliant with the CIS format.
3. Installation of the tooling and integration of the DDS with the network of the operator.

4. After-care for the service. Since DDS is a license option it will be part of the maintenance and support agreement.

The DDS tool runs on the system where the CBC is installed. It uses configuration files with configuration data such as Message Identifier, Repetition Rate and Data Coding Scheme. Furthermore it uses ASCII files which contain the discount message information to be broadcast and the cell list where this text shall be broadcast. The entire PLMN can be handled in a single file, or a number of files can be used.

CIS reads the message files and configuration file for instance every hour and generates a list of messages that need to be defined, or killed. The CBC sends these messages to the network where the discount information is broadcasted in each corresponding cell.

From release R1.9 the CBC will respond with a list of failed cells; cells that for whatever reason, did not broadcast the discount message. This information could be used to suppress the changes for the billing in the IN.