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# 1 Functionality

Thank you for choosing our System!

We help to improve profitability and competitiveness of your business. [Saint-Petersburg market experience](#) shows that one can keep high profitability and attract new subscribers, that leave other operators, at the same time. It is possible even on the market that has reached its limits and is characterised by high competition. To achieve this goal one should care about:

1. To provide the best service to subscribers
2. Reduce own costs
3. Use alternative income sources


We have something to offer you for each of these objectives. Even more options are available in [coming versions](#):

1. Reduction of costs caused by regulatory and legal requirements:
  1. to meet requirements of FL-139 "on black lists"
  2. to follow requirements of Department of Justice
  3. SORM<sup>1)</sup>
2. Reduction of operator's costs on infrastructure:
  1. the built-in shaping
  2. NAT support <sup>2)</sup>
3. Scheduling and usage optimization of channels:
  1. analysis of traffic by protocols and directions
  2. shaping and prioritization depending on protocols and channel load
  3. caching of traffic
4. Enhancement of subscribers' satisfaction:
  1. reduction of denials and delays in online services, particularly in rush hours - by global prioritization and shaping of the traffic
  2. "right" billing plans
  3. fast operation of video services with no delays
  4. good speed test with no interference from torrents - by the traffic prioritization by protocols on subscriber's level
5. Additional sources of income for the operator:
  1. BBA operators are not familiar with such DPI usage. However, it is widely used by mobile operators - to avoid bankruptcy. Some mobile operators use more than 100 DPI usage scenarios, that are typically kept secret. This direction is highly promising - it can make more income than the main business. However, ready to use solutions are too expensive now. They are implemented for an individual customer and sometimes are an order of magnitude more expensive than the DPI platform itself. This makes them not available for small and medium operators. We break this situation by offering ready to use, integrated solutions. This allows operator to achieve goals in the most cost effective and optimal way. This approach also eliminates the important limitations that appear in integration of several non matching components.

We carefully follow tendencies and developments in this field. Thus we can offer you the best known methods as well as own unique designs.

Our pricing policy is arranged to eliminate your consideration on payback period. It is typical for our

service to make profit from the first month after installation. Please contact us if your case is different - and we shall improve our service or our offer.

Please upgrade our software regularly. We improve our system all the time. New functionality and improvements in the existing features allow to improve your competitiveness. It is important  for your business.

We strongly advise to learn "[Use cases](#)". The best solutions are described there. This information helps you use our system in the best way.

We wish you good luck in your business!

VAS Experts Team

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To be developed