

Metered broadband options



With broadband usage rates skyrocketing, MACC has developed an effective option to meter and display Internet consumption on your customers' bills.

Opportunities and challenges

As a telecommunications company leader, you're well aware of the exploding rates of Internet usage as more of our economy and lives depend on web-based services. Everyday activities, such as streaming movies or storing files in the "cloud," were almost science fiction not that long ago. In the future, Internet usage shows no signs of decreasing. For example, in a 2015 study by Cisco, it was estimated that nearly a million minutes of video content will stream across the Internet every second by 2019.

The increasing rate of Internet usage presents both opportunities and challenges for independent telecommunication companies. As your customers demand higher rates of Internet access, there is a tremendous opportunity for revenue growth as you meet this need. However, the costs to provide this service also continue to increase. To offer competitive Internet options while controlling expenses, companies are beginning to explore the use of metered Internet solutions.

Preparing for the future

To help your company begin tracking Internet usage, MACC has created an application interface between Customer Master and a metering device from a common third-party vendor. This interface allows usage data collected by the metering device to be displayed on your customers' statements. The displayed information includes the amount of uploaded

Key Benefits



- Easy to use and manage
- Educates the customer on the amount of data used
- Sets the groundwork for billing based on usage

and downloaded data during the previous month. The information is displayed in the "Current Internet Service" portion of the bill and is available in all MACC statement formats. The units of data usage are determined by your company.

Currently, Internet usage is displayed to educate your customers on how much data they're consuming each month. This is an important first step if you're considering billing for Internet services based on usage or implementing data-caps.

Ready to learn more about your metered billing options?

Contact your MACC Client Relations Manager or Account Manager to learn more about the options available with the metered Internet interface. We can help your company prepare for the future of delivering Internet service to your customers.