



Deploy an rXg turn-key gateway or OEM software as a trunk interceptor between a wired or wireless network and the Internet. The rXg is an all-in-one unified solution that provides everything needed to operate a profitable revenue generating network.

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revenue eXtraction gateway



RG Nets' next-generation IP data and voice revenue generating network gateway combines the latest technologies to maximize operator profitability and minimize cost.

Simplicity meets versatility and value in this feature-rich gateway product, thanks to a flexible, tiered licensing scheme and an all-inclusive design. Whether in fixed wireless broadband, large scale hot-zones, WiMAX blankets, WiFi hotspots or wired MDUs and campuses, the rXg is the perfect platform for clear communication, authoritative control and complete cognizance over your RGN end-user population.

Contemporary profitable IP RGNs extract revenue from the end-user community through a combination of direct and indirect mechanisms. The classic IP RGN business model that focuses on direct billing of end-users is giving way to hybrid models that employ advertising, user profiling and premium services with automated up-sell.

Profitability is directly related to the ability of the operator to provide clear and compelling communication, enforce strong and versatile control as well as gain prescient cognizance through deep instrumentation and auditing. The rXg is designed to address these specific needs of the IP RGN operator in a simple, unified and cost effective manner.

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Got network?
Want money?
Get rXg!



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control

communication

cognizance

total control

The ability to **exert total control** over the end-user population of a revenue generating network **without any modifications to client devices** is an absolute necessity when deploying a profitable RGN. The rXg is a special purpose device designed to meet the needs of the RGN operator combining both **capital and recurring cost effectiveness** with an extraordinarily easy to use management console. By deploying an rXg, a network operator can exert total control over nearly any aspect of the end-user experience. Examples include:

One-click per-user traffic shaping policies with **rate limiting** and **priority** enabling multiple levels of service. **Rate guarantees** enable the operator to offer service level agreements for latency sensitive applications such as **VoIP** and **VoD**.

Group-based destination restrictions enabling operators to offer arbitrary levels of access based on nearly any criteria. The operator can choose to enable **free access** for only a small subset of popular sites or charge a premium for **content filtering**.

Simple integration with a broad spectrum of **credit card billing** clearing houses and automatically place end-users into groups based on what they have paid. Limit access based on elapsed time or bandwidth.

clear communication

The conversation between the operator and end-users is intricately woven into all profitable RGN models. In the cell phone industry, voice plan revenue is used to cover network operational costs while **content purchases** (e.g., ring tones, video on demand) carry the margin. The same relationship can be found in cable television networks where **advertising, premium content** and pay-per-view provide **profitability** while basic cable subscriptions cover operating costs. The rXg brings similar communication capabilities to the operators of IP RGNs. Examples include:

Forced browser redirection to a diverse set of gateway hosted high performance **captive portals** that serve **pre-and-post authentication advertising** and **location-based messaging**. The portal is also integrated with a fully automated zero operator intervention OSS web application that supports a **broad spectrum of billing** options as well as **metered content on-demand**.

Arbitrary HTML page rewriting enables the operator to **inject static or dynamic advertising onto every web page** the end-user views. When combined with a handful of simple rewriting recipes, **interstitial advertising** and even **forced viewing of video content** are easily attained.

complete cognizance

Inspecting, recording, analyzing and understanding how end-users consume the available resources as well as how they interact with the offered service levels is a critically important aspect of operating an RGN. Unfortunately, most operators disregard this vital component of RGN operation until a disaster strikes at which point **instrumentation** is required for debugging. The rXg integrates a comprehensive instrumentation package along with **long term archival** and **analysis tools** enabling the operator with simple, accessible and complete cognizance over the end-user population. Examples include:

Collection, graphing and analysis of **network bandwidth consumption** on a per-user basis. **View real-time** packet-per-second and bits-per-second rates. **Graph historical** PPS and BPS rates going back years. Automatically enforce usage limits and other policies based on total bytes transferred over a given period of time.

Record, inspect and **report on website visits** by individual end-users or groups. Track activity to automatically **direct advertising campaigns** based on usage profiling. Understand which websites are frequented, **detect abusive behavior** and **comply with regulatory requirements**.