

# Next Generation Mobile Communication Channels



## Start creating NOW a new communication channel for your users

Traditional mobile channels (voice, SMS, USSD, WAP, ...) are used today in many networks for delivering content although they have not been originally designed to handle multimedia and modern services.

Moreover, ergonomics of SMS, USSD and WAP are simply not appropriate for delivering rich content, while users' needs and expectations – independently from the generation of their mobile device – have dramatically evolved for the past 5 years.

Today, mobile users need to access their personal and professional data from the cloud or from their secure corporate network, make payments and travel reservations while on the road, download personalized content directly on their handsets, and much more ...

By leveraging the entire potential of the data channel (Edge/3G/3G+/4G/..., LTE, WiFi/WiMax) and the benefits of modern mobile devices, telecom operators and content providers can provide *today* a premium service to their users and thus differentiate in the market, by delivering personalized, targeted information and innovative value added services.

## A new user experience

Mobile users require real-time access to monitor their data consumption (especially while in roaming), instant multimedia notifications (video/sound/rich media), a wide range of payment methods (direct payment on their mobile invoice, PayPal™, Ogone™, PayBox™, Credit Card, bank gateway, NFS, premium SMS and Http) for purchasing content and services, as well as the ability to freely manage their mobile subscriptions and services (configure the ringback tone service, access their visual mailbox, activate the roaming service when travelling, purchase a data bundle, ...).

In order to leverage the perfect marketing mix (both paid and non-paid services, content and information) operators must offer to their users the access to a modern, unified interface, available on all networks, medias and devices (mobile applications, mobile web, PC/MAC interfaces, ...). Moreover, information and content must be provided for each user based on a personalized approach (one-to-one), depending on individual subscriptions, services and device capabilities.

Developed by ATES Networks, BroadApp products (SelfCare, STORE, Messaging, VAS+) enable operators to seamlessly open a new, modern, simple communication channel with their users, while preserving the existing NSS and IT investments.

BroadApp products and solutions enable mobile users to purchase and download content (mobile apps, tones, multimedia, news, ...), access real-time information, configure their mobile services (subscriptions, value added services, data consumption, invoices, ...), receive PUSH notifications, operator and third party advertising, redeem their loyalty, ... through a unified interface - ServicesWall™, available directly on their handsets.

Based on innovative features and patented technologies such as DAA (Dynamic Applications), Device Fit, ServicesWall™, ATES Networks products and solutions provide end-to-end channel management by integrating seamlessly with the existing operator ecosystem (IT, NSS and BSS) as well as third party value added services platforms.



## Design new Services on-the-fly

Based on DAA, a technology provided by ATES Networks, telecom operators can easily design, create and deploy innovative Dynamic Applications and Value Added Services, for their entire customer base or a targeted group of users.

Examples of DAA services include:

- Television shows
- Quiz
- Flash multimedia promotions
- Operator campaigns
- Third party campaigns
- Location-based services
- Voting services
- Mobile content stores
- Social aware services
- and many more ...



## BroadApp

Services at the Network Edge

With the BroadApp product suite

- BroadApp SelfCare,
- BroadApp STORE
- BroadApp Messaging
- BroadApp VAS+

ATES Networks enables mobile operators, content and service providers to create new value for their users based on personalized information, services and content, delivered directly on mobile devices.

Thanks to technologies developed and patented by ATES Networks such as ServicesWall™, DAA, DeviceFit - the time-to-market required for the design and deployment of new services and applications is dramatically reduced, and mobile users can enjoy a truly new experience based on intelligent mobile applications.

## BroadApp UCP

### Unified Communication Platform

The ATES Networks UCP platform runs on low footprint, industry-standard hardware such as DELL, HP, IBM.

More than 100 million UCP transactions per day are supported on one server.

BroadApp UCP smoothly integrates with all NSS/IT infrastructures based on a wide support of open standards.

## BroadApp SelfCare

### Wide range of Mobile Devices

BroadApp mobile interfaces and on-device portals are designed for the majority of mobile devices:

- ✚ iOS – iPhone, iPad
- ✚ Android – phones and tablets
- ✚ Java – powered devices
- ✚ Windows-powered mobile devices
- ✚ BlackBerry
- ✚ Major providers: Nokia, Samsung, Motorola, HTC, LG, Apple, Sony Ericsson, RIM

## BroadApp PUSH Center

Multimedia real-time PUSH messages are used by telecom operators and service providers to notify in real-time their users.

Complementary to the traditional SMS notifications, multimedia notifications provide major advantages such as:

- ✚ Fantastic user experience
- ✚ Support for Rich Media messages (text, images, sound, video, interactivity)
- ✚ Excellent for operator and third party advertising
- ✚ Wide device compatibility (Java, BlackBerry, Android, iOS, ...)

Examples of PUSH notifications include:

- ✚ VAS notifications-voicemail, ...
- ✚ Alerts-credit /balance alerts, ...
- ✚ Customer Service messages
- ✚ Advertising
- ✚ Multimedia messages
- ✚ Generic notifications
- ✚ Notifications sent by third party VAS, BSS or NSS platforms



## Zero Network integration effort

Based on open standards and modern telecom frameworks such as TeleStax JAIN SLEE, the solutions provided by ATES Networks enable telecommunication providers to launch new services in matter of weeks and require no or little integration effort.

TeleStax Communication Stacks provides a set of JSLEE Resource Adaptors and Java implementations of :

- ✚ SS7 APIs (MTP2,3, ISUP, SCCP, TCAP, CAMEL, and MAP protocols) for connectivity to legacy SS7 networks over SIGTRAN (TCP/IP) or via legacy SS7 cards (Mobicents SS7 stack is agnostic to SS7 cards and can work with leading SS7 cards available in market)
- ✚ Diameter AAA comprised of a suite of client and server side implementations of the Diameter family of protocols. It Implements the Base Protocol as well as some of the most important and widely used Diameter applications, allowing a fast development of IMS components, such as Application Server (AS), Home Subscriber Server (HSS), Call Session Control Function (CSCF), Subscriber Location Function (SLF), and others. It is easily extensible to provide support for additional Diameter applications.
- ✚ SIP for interconnecting with NGN, IMS and LTE, providing RCS, RCS-e and converged applications delivering next generation IP multimedia services and an enhanced communication experience.

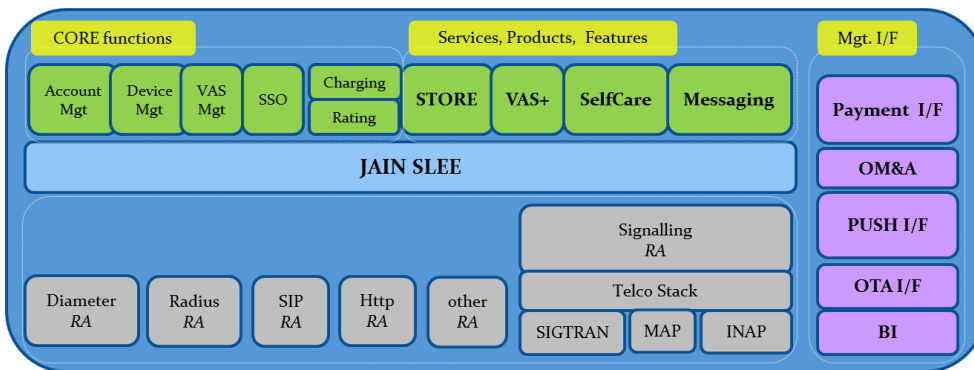
## BroadApp UCP - Unified Communications Platform

BroadApp products are based on the ATES Networks Unified Communication Platform (UCP). BroadApp UCP is a carrier-grade SOA (Service Oriented Architecture) open telecom platform, designed to achieve Fast Time-to-Market in launching new services and smooth integration with the operator's ecosystem.



BroadApp UCP supports off-the-shelf a wide range of IT and NSS interfaces:

- ✚ Mobile applications interfaces (iOS, Android, Java, BlackBerry, Microsoft, ServicesWall™/DAA/DeviceFit/...)
- ✚ Web services (SOAP/REST/Cloud-based/...)
- ✚ Authorization and Accounting interfaces (Diameter/Radius)
- ✚ Payment interfaces (PayPal, Payment gateway)
- ✚ Geo-location, Device recognition interfaces
- ✚ Network signalling SS7/SIGTRAN interfaces (MAP/INAP/CAP/...)



BroadApp UCP integrates the Service Execution Environment (SLEE) provided by TeleStax (JAIN SLEE).

## TeleStax JAIN SLEE

JAIN SLEE defines an application environment suited for network-oriented applications. It defines a protocol agnostic, component and object oriented and transacted programming model. A JAIN SLEE is adapted to use a particular resource by a resource adaptor, so the SLEE is inherently extensible. The nature of the programming model and the services that the JAIN SLEE provides have been designed to address typical requirements of tier one carriers.

The JAIN SLEE architecture defines an environment targeted at communications applications. The specification includes a component model for structuring the application logic of communications applications as a collection of reusable object-orientated components, and for composing these components into higher level and more sophisticated services. The SLEE architecture also defines the contract between these components and the container that will host these components at run-time. The programming language used by applications developers in JAIN SLEE is Java. In addition to the application component model, the SLEE specification also defines the management interfaces used to administer the application environment and the application components executing within the environment. It also defines a set of standard Facilities that provide utility functions for applications such as the Timer Facility, Trace Facility, and Alarm Facility.

The TeleStax JAIN SLEE Application Server supports the development of highly available and scalable distributed SLEE compliant applications. More importantly, applications may be written once, and then deployed on any application environment that implements the SLEE specification. Mobicents JAIN-SLEE is the first and only Open Source Platform compliant with JAIN-SLEE 1.1 (JSR 240). It provides a set of connectors to a variety of networks elements: SS7, MAP, TCAP, INAP, ISUP, Diameter, SIP, MGCP, HTTP, SMPP, XDM, XCAP and many others.

## About ATES Networks

Created in 2008, ATES Networks develops implements and supports professional solutions for mobile operators, service and content providers.

Product portfolio: Unified Communication Platform (UCP), Multimedia real-time PUSH Center, Mobile Payment, Mobile Content Management, Video (VOD, PayTv) services, Messaging and Value Added Services.

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## About TeleStax

TeleStax enables Telecommunication Service Providers and Enterprises to create scalable communication applications based on Open Source and Open Standards.

TeleStax Enterprise Edition is built upon the open source core platform and a suite of additional management products, high availability and fault tolerance features that allow Enterprises and Service Providers to implement the most reliable, scalable and high performing cloud communications solutions available.

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