CALLUP
ONE1 TELECOM DIVISION

Roam Home SMS

Operators can now cut down expenses on National and International Roaming SMS

One of the most costly services operators still pay for while their subscribers are roaming is SMS services.

What if you can cut roaming SMS cost down dramatically, leaving you with better ARPU?

CALLUP has an innovative solution that will dazzle you.

Roam Home SMS diverts SMS from the Circuit Switched path to the IP data path (3G or Wi-Fi) when possible
and still generates CDR's for the operator.
The dazzling part is that this magic happens transparently to the user, which remains with the same user experience he is familiar with.

ABOUT THE ROAM HOME SMS

The solution is based on a client-server architecture. The client is located both on the device and on the SIM card transparent to the user.
The server is a gateway to the operator's SMSC which receives the MO messages over IP from the clients and generates CDR's. This solution serves the purpose of saving on national and international roaming SMS costs.

You are basically going OTT the roaming network, without the subscriber having to do anything different.

The Roam Home SMS solution works best bundled with the new CALLUP SMSC and SIM OTA platforms, it can also integrate with your current network elements.

HOW CAN YOU EVALUATE THE ROI?

Just take a simple roaming (National or International) scenario for example:

– X SMS per day
– Operator pays Y Cents per SMS to the hosting MNO
– Assumptions on devices: Android share – 50%, out of which 60% actually have the application

SAVINGS per day = $0.5 * 0.6 * X * Y$

Multiply that to calculate your monthly and annual saving – Now that's big savings!!!
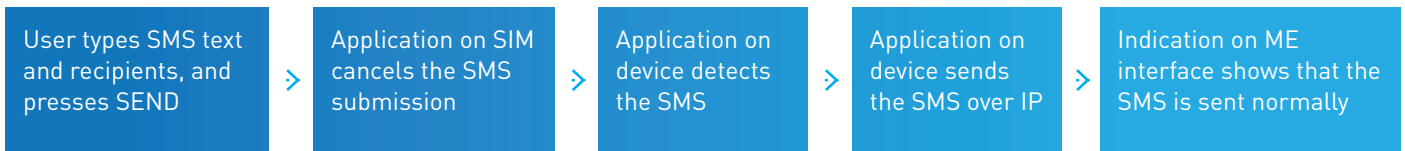
PLATFORM FEATURES

Client Side:

– Network dependent capture Multiple rules can be set on MCC and MNC

– Client will be active in the presence of 3G and/or Wi-Fi – different configurations available

– SIM Dependency – Client will be active only for the network's MCC/MNC

– Cryptography and Authentication – transport over HTTPS.

Server Side:

- Generates CDR's
- Authenticates the user (so system won't be abused by other operators)
- Anti-spoof feature
- Update client configuration (for example, activate only on specific MNOs)
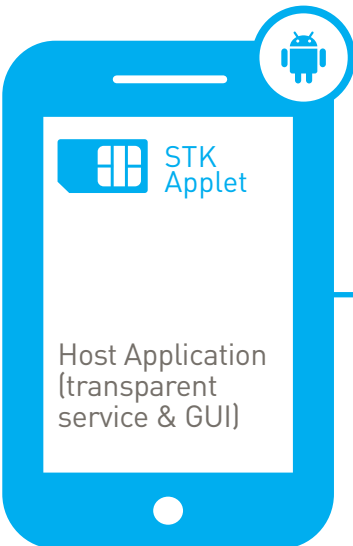- Block specific devicesranges/OS versions etc. for full control

* Currently available only on Android Devices.
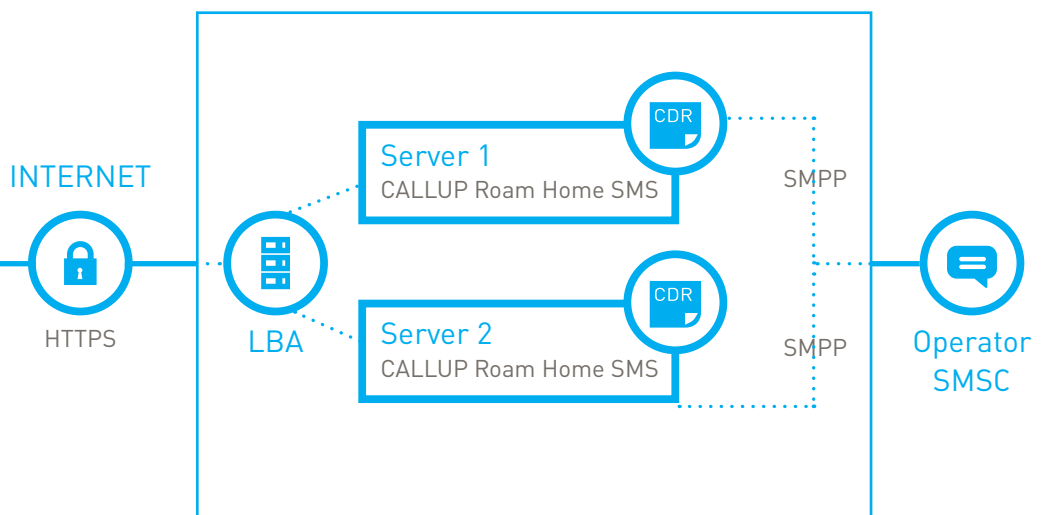** Works best with CALLUP SMSC and MDM+

SOLUTION DIAGRAM

| User types SMS text and recipients, and presses SEND | > | Application on SIM cancels the SMS submission | > | Application on device detects the SMS | > | Application on device sends the SMS over IP | > | Indication on ME interface shows that the SMS is sent normally |

National /International Roaming
CLIENT SIDE

Home Network
SERVER SIDE

STK Applet

Host Application (transparent service & GUI)

INTERNET

HTTPS

LBA

Server 1
CALLUP Roam Home SMS

CDR

Server 2
CALLUP Roam Home SMS

CDR

SMPP

SMPP

Operator SMSC

CALLUP
ONE1 TELECOM DIVISION