

ISP Multi-play

Pre-integrated charging and messaging services

In a market moving from voice-only business to an IMS style multimedia environment, the ISP market is the fastest-growing segment of the telecoms market. In this rapidly evolving market, fast delivery is crucial. eServGlobal has created a bundle of services to meet the needs of ISPs to reduce their time-to-market and their infrastructure footprint.

The eServGlobal ISP Multi-play Pack offers unified communication by allowing subscribers to access all their messages via any device, whether they are voice, video, email, fax or SMS messages. Service providers can earn more revenue by providing SMS terminating services to email or IM, thereby connecting to the fast-growing world of instant messaging.

Included with these services is flexible real-time charging, allowing service providers to charge for any kind of ISP event, such as pay-per-view, video-on-demand, or premium content services. ISPs offering fixed-mobile convergence (FMC) can use the innovative HomeZone feature, to set tariffs based on subscriber location.

Due to their simultaneous integration capabilities with TDM and NGN-based networks, all eServGlobal products help service providers to save on their initial investments by enabling a smooth transition path to a true service convergence environment.

All this comes with industry leading performance on a Telco grade platform.

Unified Communication - Mailis Suite

Subscribers are used to the advantages of voice mail on their regular fixed phone or cellular line. They will only take advantage of a new phone line with VoIP DSL access, replacing their current fixed phone line with a VoIP/DSL line, if they have access to additional services.

eServGlobal's Mailis Suite NGN/VoIP voice mail will help service providers to increase their offer to their VoIP DSL subscribers with an easy and attractive voice mail service. Visual voice mail on TV gives subscribers a quicker and more convenient way to check who has called or left messages, in a list displayed on TV.

The Mailis Suite is eServGlobal's generic messaging system offer for hosting value added services, providing voice mail which makes the difference. It is used for storage and deferred retrieval of voice mail and of calls where no message was left. Subscribers can listen to their messages away from home, using any phone, the internet, or even TV.

SMS Terminating Services - MessageMax

Mobile subscribers can receive messages from anywhere in the world, delivered directly to the mobile handset. Without the means to intercept the delivery of messages there is no chance of providing message termination services, such as hunting, forwarding to email, auto-reply, converting SMS to SIP or Email, etc.

Unique Messaging Model

MessageMax sureExchange message termination services enable service providers to boost their messaging revenue with new enhanced services.

MessageMax is eServGlobal's next generation messaging suite. Its unique messaging model makes it simple to define rules that ensure the powerful service control functions are aligned with business policies. Even complex procedures, such as HLR emulation, HLR proxy, and delivery proxy, are made simple by the powerful messaging model that uses simple GUI-driven mechanisms.

Flexible Real-Time Charging - ChargingMax

In a market moving from voice-only business to an IMS style multimedia environment, ChargingMax Prepaid empowers service providers to decisively define new and innovative bundles based on voice, SMS, MMS, video, Internet or TV services to fulfill the challenge of multi-play.

Its cutting-edge, real-time Rating Management tools bring flexibility and proven expertise to building innovative tariff plans.

ChargingMax can also link with PromoMax to allow historical usage to be tracked and also to offer rewards based on usage.

Service providers can create one-to-one marketing relationships with subscribers by offering a range of service bundles – enabling the user to make selections based on their consumer usage leading to true personalization.



More about eServGlobal

eServGlobal invents smart communication and payment services for telecommunications service providers operating on all generation networks.

eServGlobal's innovative solutions help service providers to grow new revenues, reduce churn, and lower costs. In addition, service providers are assured of seamless evolution to new network architectures, such as IMS and beyond.

As payment is crucial, eServGlobal's **Charging Suite** responds to increasingly sophisticated charging and billing challenges while providing advanced recharge and m-payment solutions. The innovative **Retention Suite** delivers targeted incentives to increase customer satisfaction and retention. Meeting customer demand for new communication experiences, the eServGlobal **Messaging Suite** enables reliable delivery of multimedia services such as unified messaging, video blog, SMS, and instant messaging. The **Network Suite** supplies enhanced personalisation and network optimisation.

Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver revenue-generating services. With 14 offices around the world and staff from 20 different countries, we provide flexible solutions with ongoing product development, based on a deep understanding of our customers' challenges.

Mailis Suite

Mailis supports fixed and mobile networks and is compatible with SIP and IMS protocols as well as 2G, 2.5G and 3G networks. The hardware is based on Unix Solaris server.

Mailis applications integrate third party software and are compatible with multiple protocols such as TCP/IP, SNMP, LDAP, SMTP, IMAP4, POP3, HTTP, MIME, ISUP, MAP, TCAP, SMPP, INAP, SIP, RTP, RTSP, VXML, H263, MPEG4

Security and Availability (optional)

Hot stand-by for message store or N+1 load Sharing for Application server and media server.

MessageMax

Specialized logic for checking message senders and correlating HLR queries with delivered messages are built-in capabilities. For enhanced service control, more advanced capabilities are easy to set up using the Service Creation Environment.

Multi-Protocol Switching

MessageMax sureExchange can handle both MAP and IS41 signaling for SMS, and SIP for NGN Messaging. Messages arriving from one protocol can be seamlessly delivered across any other protocol based on the addressing rules. Even HLR lookups can arrive from GSM and be proxied through to a CDMA HLR.

All Your Current Messaging Needs

To provide for all message interception and delivery needs sureExchange has a number of features and tools, including:

- SMS Barring
- SMS Auto-Reply
- SMS Copy
- SMS Forward
- SMS Hunting
- GSM/CDMA bridging
- 2 way SMS/SIP bridging
- 2way SMS/Email bridging

ChargingMax

ChargingMax Prepaid interconnects with many network elements for real-time session control within SIP and IMS protocols as well as 2G, 2.5G and 3G networks.

ChargingMax Prepaid enables service providers to immediately benefit in full from voice, SMS, data and content revenue streams. Based on flexible service editors, service providers can easily define customized offers based on tariffs, promotions and advanced payment methods.

ChargingMax Prepaid supports various protocols and standards such as

- SIGTRAN /SS7
- GSM - MAP, CAP 1/2/3
- CDMA - IS-41, IS-826
- Fixed - ISUP, INAP
- IP - SIP-(T), SMPP, UCP,
- Radius, Diameter
- OSA Parlay



Fixed Mobile Convergence



MultiPlay



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