Iskratel Convergence and Applications

Painless Replacement of Mobile Intelligent Network (IN) Platform

Service provider benefits:

- Maintain existing revenue streams

- Improve end user experience

- Painlessly replace outdated end-of-life intelligent systems

- Modern communication platform with future proof concept

- Standards based solution works in non-IMS and IMS architecture

HAVING ISSUES WITH A LEGACY INTELLIGENT SYSTEM, LIKE SCP (Service Control Point)?

Mobile operators are in a troublesome spot. On one hand they are dealing with pushy network equipment providers (NEPs) who need to sell their newest technology, and on the other they have revenue generating users who don't want to change their existing services.

Things become complicated when NEPs, trying to keep track of the latest technology, put pressure on service providers to migrate products from TDM to IP and from legacy protocols to modern SIP/Diameter. To facilitate this migration to trendy all-IP concepts, NEPs are even declaring the end for some legacy-based products.

In a world where falling ARPU is a constant, operators do not dare to anger and alienate existing loyal users, especially since they are bringing a guaranteed revenue stream.

So, the real question is - how to meet growing end user expectations? Users want to continue using existing services which they are used to and which are fully integrated into the existing service providers' business logic. But they are also spoiled with new offerings from various startups – so they simultaneously demand new, modern, value added services that are in line with new and **upcoming trends.**

Service providers must do all this with zero interruptions and while still keeping costs under control.

ISKRATEL PAIN RELIEF APPROACH

Service providers must choose between a full migration of services to all-IP, living with an existing situation as long as possible or a mixture of both. The problem is that none of these options solve the above dilemmas.

Iskratel's solution offers the best of both worlds - the smart and painless replacement of existing intelligent platforms with a **modern/future-proof** communication platform. In the heart of the solution is the **Iskratel MSM (Multi-Service Mediator) Solution** with SCP functionalities offering complete legacy support, plus featuring a modern web interface environment and support for converged new applications.

Iskratel MSM Solution enables cost-effective **uninterrupted continuation** of all legacy services including prepaid, online charged and offline charged users, while also offering unlimited evolution and creation of new, profitable and highly differentiated services in a standardized way without any network barriers or limitations.

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End-user benefits:

- No interruption of existing services

- Future-proof services on all terminals

- New exciting value-added services

- Improved user experience due to modern Web-portal approach

Key applications:

- Short numbering

- Black/White list

- Number portability

- IVR/Attendant

- Remote party pays

Protection of legacy SCP apps

Provisioning of innovative SIP services

Short numbering – 1234

White/Black lists

Number portability

IVR/Attendant

Remote party pays

Iskratel MSM Solution with SCP functionality is a **bridge** between the legacy (2G) and newly introduced systems (4G, IP) to offer well-known and established services to both spaces. It supports all legacy protocols (SS7) like CAP, INAP, MAP, ISUP and SMPP, MMx interfaces. For IMS it also supports SIP, including SIP/IMS and DIAMETER protocols.

Flexibility aspect considers integration for:
- *prepaid,*
- *online charged,*
- *offline charged users*

Standards supported:
- *CAP acc. to 3GPP 23.078*
- *MAP acc. to 3GPP 29.002*
- *SMPP V5.0*
- *INAP acc. to ITU-T Q1218 and others*
- *ISUP acc. to ITU-T Q931 and others*
- *SIP acc. to RFC3261 and others*
- *IMS acc. to 3GPP R9 specs*
- *DIAMETER acc. to RFC 4006, ETSI TS 132 299 and others*

FOCUS FOR SUCCESS

End users can choose from a variety of services and applications, applicable on any device and offered on top of an intelligent platform - SCP. Iskratel offers **out-of-the-box** services like converged short numbering and black/white lists, IVR services with wizard, without limitation to **tailor-made services** to address any service provider's need.

Thanks to an integrated **Web Portal,** each and every service or application is managed via web interface. End users are able to modify their profiles and service settings. Enterprise administrators are allowed full provisioning flexibility with transparent call statistics of business groups including users, services, numbers, etc. Service providers can manage provisioning on the enterprise account level.

Due to an all-in-one approach, Iskratel guarantees full flexibility in terms of integration into an existing service providers' network which **eliminates** the need for tweaks during live operation. Iskratel's approach enables service providers to **focus on important things, like strategy and finding optimal time to market** for new services, instead of having to worry about missing an NEPs development or support for key services.

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