Cell Broadcast Center (CBS)

4N TeleSoft

Smart Revenue Solutions For Telecom

4N TeleSoft Cell Broadcast Center

Cell Broadcast is a mobile technology that allows messages (more than 93 characters are segmented and send) to be broadcasted to all mobile handsets and similar devices within a designated geographical area. The broadcast range can vary from a single cell to the entire PLMN.

CBC technology is used in deploying location-based subscriber services, such as regional auctions, local weather, traffic conditions and 'nearest' services (like requesting the nearest service station or restaurant) etc.

CBC is designed for simultaneous delivery of messages to multiple users in a specified area. Whereas the Short Message Service (SMS) is a one-to-one and one-to-afew service, Cell Broadcast is one-to-many geographically focused service.

CBC enables messages to be communicated to multiple mobile phone customers who are located within a given part of its network coverage area at the time the message is broadcasted. Cell Broadcast is more akin to other mass distribution media such as teletext or Radio Data System (RDS).

Commercial Grade Platform

4N TeleSoft CBC is a carrier grade platform, which has undergone trials in live networks and has been commercially deployed.

Deployable in GSM and CDMA Networks

4N TeleSoft CBC can be deployed in either GSM and or CDMA networks.

Enhanced Feature Rich Product

4N TeleSoft CBC is the advanced feature rich product that reduces traffic congestion due to usage of broadcast channels.

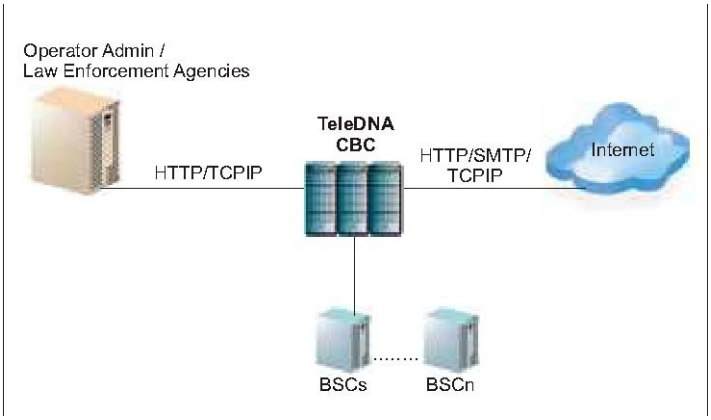
Sbetter Price to Performance Ratio

4n TeleSoft CBC is built on robust standard Intel servers with proven carrier grade Linux OS. This yields better price for performance ratio, which can reduce the cost of ownership to our customers.

Scalable and Cost Effective Business Models

4n TeleSoft offers flexible business model based on the specific requirements of the operator.

Network Overview



The CBC interacts with CBE (Cell Broadcasting Entity), BSCs (Base Station Controllers) of the PLMN. CBC architecture provides the fliexibility for the CBEs to connect to CBC using the GSM standarda interface.

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Key Features

Scalability

CBC architecture is highly scalable to support the capacity as low as 1 message / second to high of 200 messages / second.

Standard O&M Interface

4n TeleSoft CBC offers a standard IP based billing interface for third party billing servers to collect billing records (CDRs) and produce accounting and statistical reports. A standard SNMP based interface is available to easily integrate the platform into the network operators O&M environment.

Standard Interface

The interface between CBC & BSC is an open interface and complies with GSM-3.49 standard based messages over TCP/IP as well SS7.This feature brings the flexibility to the operator of an easy integration of CBC with the existing network.

Key Features

--- CBC provides the configuration of Cell-ID with a readable location name

---CBC has the facility of the configuration of Zones with a set of Cell-IDs. Each zone may have one or more Cell-IDs of Cells from one or more BSCs

---CBC facilitates a configuration for each BSC with which the 4n TeleSoft-CBC is connected. BSC is configured with set of all Cell-IDs associated with it

---On CBC short messages can be configured for a geographical area whose selection could be combination of one or more Cell-IDs, one or more Zones and one or more BSCs. A priority could be configured with Urgent/Normal. The messages can be associated with Broadcast-Channel or Extended Channel

---The configured message can be delivered e.g. the message with periodicity will be delivered at regular interval unless it is explicitly stopped. The CBC forwards the message to all the BSCs, which do fall under the geographic area, configured for the message. For each BSC in the geographic area, the cell broadcast short message will forwarded with the Cell-IDs

---The messages that are sent to BSCs can be cancelled or replaced using the GUI provided by the CBC

---CBC is compliant for SMPP Version 5.0 to be interfaced with Cell Broadcast Entity (CBE or Application) and deliver the Broadcast messages to all the mobiles in a geographic area

Platform Support

The 4n TeleSoft CBC is built on high density, highly available and highly scalable Linux Clusters with Intel Based Servers.

Please contact us by sending a email to sales@4ntelesoft.in