

SmartRoute enables operators to increase AMPU by reducing interconnect costs. It identifies calls to in-roamers and near-roamers from home subscribers and smartly selects the "least cost" route to connect the call. It also helps the operator to earn subscriber loyalty.

Features

Customize routing parameters based on Rate schedules

CLI for Optimally routed calls.

In-depth data mining & analysis to highlight your savings.

WIN & GSM compliant.

SmartRoute Has a Proven Record

A leading South Asian mobile operator was incurring a lot of cost on mobile-to-mobile international calls. This was eating away most of their margins. So they wanted to reduce cost and increase margin.

In order to achieve their desired objectives, they partnered with. SmartRoute enabled the operator to increase the AMPU drastically by reducing the cost on ILD charges.

SmartRoute also provided the competitive advantage to the operator, as they were able to attract home subscribers and high-value in-roamers by passing on the savings.

Reduce operational costs. Save on ILD charges

Mobile-to-Mobile international calls are increasing significantly. Research shows that calls to foreign business associates increase by 10 times or more, when they traveling into the country / region.

Even though they are in-country, calls to them are patched through their home network using two long-distance interconnects

SmartRoute allows operators to minimize these interconnect costs by simply routing the call directly. SmartRoute identifies calls to in-roamers and near-roamers and smartly selects the "least cost" route to connect the call. Thus saving interconnect costs for both the caller's as well as the called party's network.

When you use SmartRoute, you can increase your margins by retaining the savings or can earn subscriber loyalty by passing on the savings to them. You can also attract in-roamers with promotional schemes, and increase your ARPU.

Operator Benefits

Eliminate ILD charges on calls to in-roamers.

Reduced ILD charges on calls to near by roamers.

Negotiate for preferred roaming partner status driving up your in-roamer traffic.

Enhance AMPU by retaining savings.

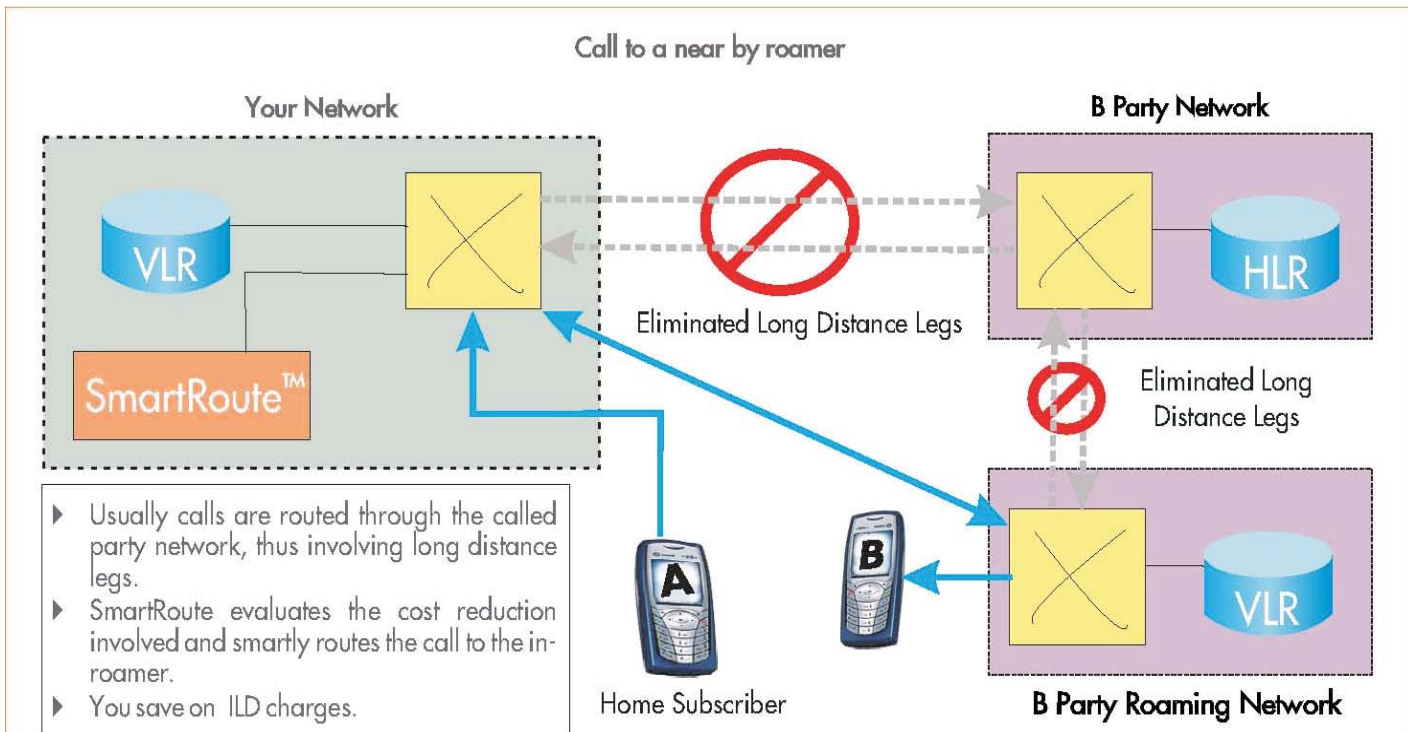
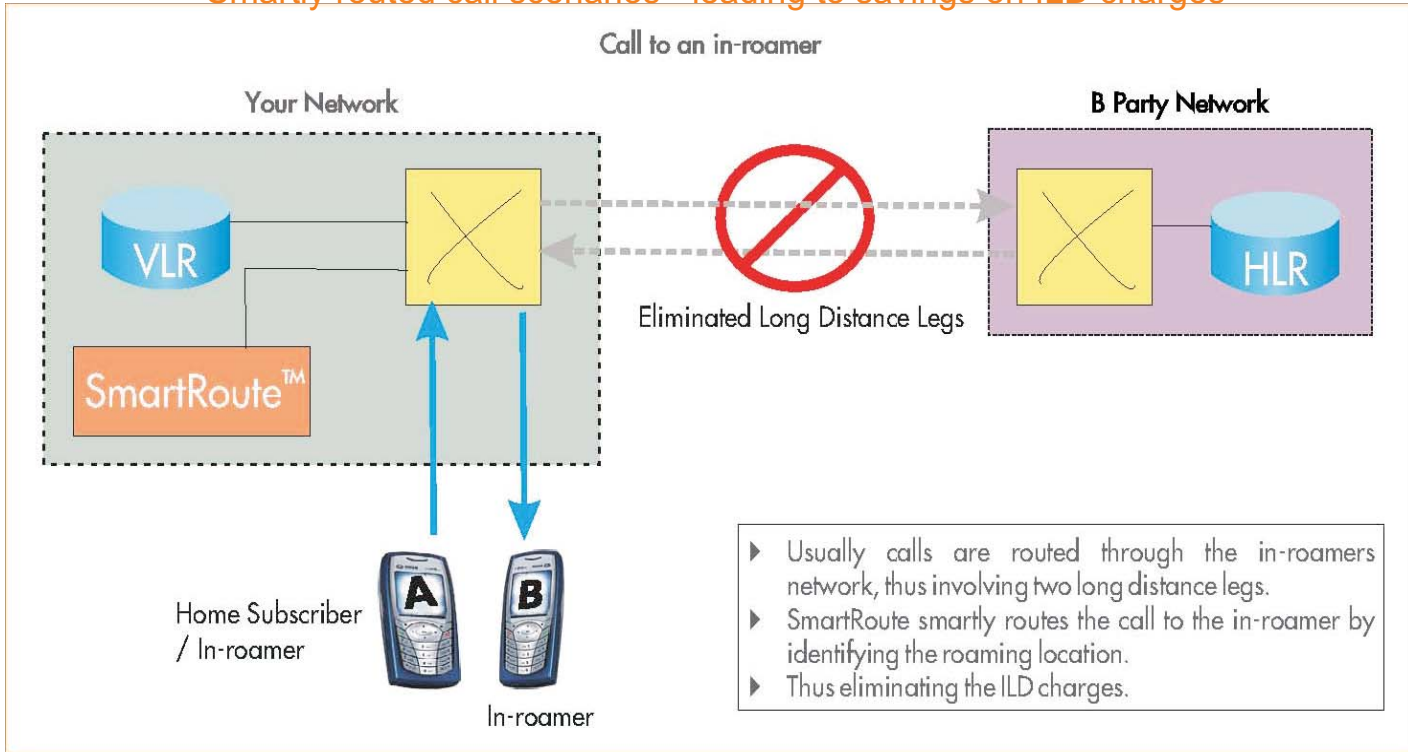
Increase subscriber loyalty by sharing the savings with them.

It works More than 10 installations worldwide.

Quick deployment - implement the product within weeks.

Robust and scalable - built on HP Open Call

Smartly routed call scenarios - leading to savings on ILD charges



About 4N TeleSoft

4N TeleSoft, is a leading global provider of Advanced Roaming, Convergent Billing solutions, VAS and system side solutions to Wireless & Wireline Network Operators and Service Providers.

Strong partnerships with global leaders like HP, NMS, INTEL, IBM, Almoayed Group and XIUS have given 4N TeleSoft the reach and credibility to build a customer base spanning across Asia, Africa and the Middle East.