

4N TeleSoft's

Welcome Message Server (WMS)



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International roaming has been a big business success in recent years. Millions of international roamers travel everyday. The monthly roaming revenue is growing at a phenomenal rate of 40% per year. The challenges of each GSM mobile operator are to increase customer's loyalty, provide incentives to attract additional roamers and increase their phone usages.

4N TeleSoft Welcome messaging system (WMS) is designed and developed in this backdrop. WMS is an extremely powerful marketing tool that provides operator to differentiate its services from competition, by allowing the operator to understand in roaming and out roaming subscriber pattern in its network.

The WMS System has the capability to analyze the in roamers in operator's network and send a short message welcoming them; it also allow to send a thank you or Bon Voyage message to operator's subscribers (Outbound Roamers) who have registered with other foreign network.

The flexibility of WMS offer operator to customize & configure the messages and sent them depending on the parameters such as time of day (morning, noon, evening etc), on specific events or occasions to send greetings (e.g. seasons greetings, New Year). Based on the statistical roaming data pattern, operators can derive marketing plans such as new roaming tariff and or advertisement messages etc.

Commercial Grade Platform

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

Deployable in GSM/CDMA2000 1X Networks

4N TeleSoft WMS can be deployed in a GSM/CDMA networks



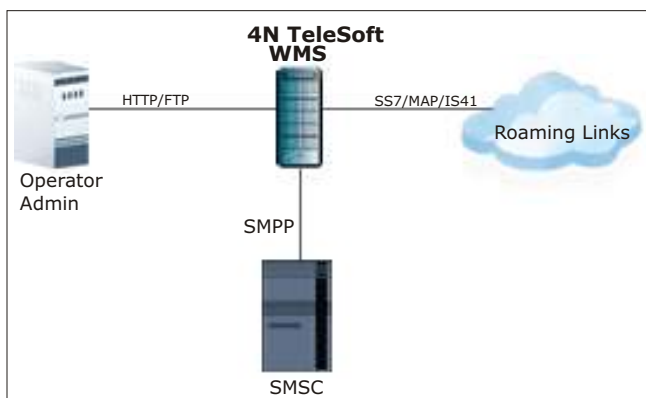
Feature Rich Product

Unlike other WMS systems, 4N TeleSoft WMS smart filtering mechanisms allows the operator to set some filters to inform the system on how many times in a day the in-roamer should receive these messages and also the type of messages customer should receive. The WMS system keeps the track of the customer's information on whether he has already received a greeting message at least once or not.

Better Price to Performance Ratio

4N TeleSoft feature rich WMS is built on robust standard Intel server with proven carrier grade Linux platform, reducing cost of ownership.

WMS Network View



WMS system application monitors the roaming links in the operator environment, captures the roaming subscriber's location update information (MAP Messages over SS7 Network) and sends welcome greetings and or bon voyage to the roaming subscribers (IN-Roamers as well as Out-Roamers).

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The WMS system has the intelligent tapping mechanism to tap and analyze the information about the in-roamers who have been registering in the network and also the home subscribers registering in other networks. The tapping is done from the Roaming E1 links. The roaming links are tapped for the information such as inroamer's IMSI, MSISDN number, Visiting MSC etc. This information is stored in the database to generate the required statistical data.

Based on the in-roamers or out-roamers, WMS System **sends relevant short messages through SMSC.**

Key Features

- WMS architecture is highly scalable to support up to monitoring of 256 signaling links
- Provides easy facility to customize the welcome messages
- Advance filtering mechanism control the number of messages to be sent to each roamer
- Support GSM & CDMA air interfaces
- WMS system is capable to send Welcome Message to both Inbound and Outbound subscribers
- Programmable time limit on how many messages should be send to each subscriber
- WMS system is programmed to send messages depending on time of the day
- WMS is programmed to send personalized messages to in roamers on special events/occasions



- Messages can be programmed to send based on specific MSISDN number
- WMS provides detailed Reports and Statistics
- WMS is capable to monitor and tap other MAP messages

Highly scalable solution

To serve the gradual expansion of the network requirements, 4N teleSoft's modular WMS design offers basic monitoring capacity of as low as 1 signaling link monitoring scaling to 250 signaling monitoring links.

Platform Support

The 4N teleSoft MMSC is built on high density, high available and highly scalable Linux OS with Intel Based Servers.

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