



Key Operator Benefits

- **Effective:** Intelligent and automated routing and screening of calls based on single/multiple parameters
- **OPEX Reduction:**
 - Reduces the costs of international traffic by using routes at lower price levels
 - Reduces number of personnel and the operational costs for network switch management
- **Increased Resource Productivity:** Valuable resources can now work on analysis and problem solving
- **Customer Retention:** Improves call quality and customer service by choosing high-quality communication channels
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solution that improves network efficiency and lowers operational costs and capital expenses

Market Dynamics

Competition from mobile operators and over-the-top (OTT) players and pressure from decreasing voice ARPU, place monetization of new revenue streams and operational cost reduction at the forefront of operator strategies worldwide.

With increasing number of subscribers and volume of international communication traffic, mobile operators are looking for ways to reduce their interconnection and operational costs. As such, optimizing and automating international traffic routing becomes a key goal for all mobile operators looking to control their expenses. Mobile operators need traffic routing systems that allow intelligent and automatic reconfiguration of international call routes through different carriers based on cost, quality, traffic volume and other selected parameters.

Product Overview

Defne's **Call Traffic Router** offers mobile operators an intelligent traffic routing system that allows them to reduce interconnection costs and save money on switch management staff. It optimizes international traffic routing by automatically selecting the best route available based on pre-defined criteria by network administration.

Call Traffic Router integrates with core network elements like Mobile Switching Centers (MSCs) and STPs via SIGTRAN protocol to receive and route call traffic. The system can also integrate with the operator's fraud management system (FMS) for exchanging information on blacklisted numbers for incoming/outgoing call screening purposes.

All authorized administration personnel have access to the system via a Web-based GUI and can easily define and manage optimum route selection parameters including destination number, network quality, interconnection costs, traffic volume, zone tariffs, user definitions, etc. The Call Traffic Router provides operators with routing and screening functionalities by analyzing A-number, B-number, time of call, and many other flexible rules.

The solution calculates the optimal routes by taking into account either a single parameter like the communication channel quality or multiple parameters like network channel quality, price of direction and time. Call Traffic Router offers SNMP alarms for fault management, and configuration and reporting GUIs for O&M functionality.



Key Enterprise Benefits

- Depending on the operator's internal policies some of the operator benefits can also be reflected on the subscribers:
 - **Enhanced Service Experience:** Improved international call quality
 - **Reduced Costs:** Lower rates for international calls

Key Features

- Integration with core network elements: MSCs and FCMSs
 - Synchronization between the network elements and the system for integrity
 - Provisioning for data changes
- Call routing - Selection of optimal route based on single or multiple parameters including:
 - Price
 - Zone tariff
 - Destination Number
 - Traffic Volume
 - Time
- Outgoing call screening based on defined rules:
 - Calling party number
 - Called party number
 - Traffic limit per calling/called number
 - Time of call
- Zone tariff management
- Fraud detection algorithm - detects suspicious subscriber behaviors based on operator defined fraud case definitions
- Web Services API for integrating with any third-party system to manage blacklists and routing parameters
- System usage logs for all activities including:
 - System updates
 - Configuration modifications
 - Users created
 - Managed numbers or customers' information
 - Accessed reports
 - Handled calls
 - Access control
 - Alarms generated
 - Calculated KPIs
- Multiple levels of system users with different access permissions
 - Managing system users
 - Accessing modules
 - Accessing system reports
 - Accessing system configurations
- Advanced alarms and reporting

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