



OSS/BSS Solutions

Key Operator Benefits

- **Customer Retention:** Increases subscriber satisfaction by enhancing service experience with 'always on', spam free, higher quality communications.
- **Revenue Protection:** Ensures value added services are functioning properly and charged accurately.
- **Effective:** Centralized management of partners and services coupled with testing of services based on human behavior simulation through distributed devices.
- **Real-time Monitoring:** Timely detection and reporting of all service, network and charging errors ensures quality.
- **OPEX Reduction:**
 - Replaces manual tests carried out by multiple operational resources (hence both error-prone and costly) with specially developed autonomous computer software that simulates user behavior.
 - Selects best international call routes based on pre-selected parameters.
 - Centralizes partner and third party service management.
- **Increased Resource Productivity:** Valuable resources can now work more efficiently on analysis and problem solving.

Market Dynamics

In today's rapidly changing telecoms market as ARPU from voice services continues to decrease, Value Added Services (VAS) are driving the monetization of new revenue streams. The competitive landscape forces telecom operators to develop and launch massive number of innovative services faster and at lower costs to maximize their revenues and profits.

However, as number and variety of services and partners increase, the complexity and scale of telecommunication networks also grow rapidly and place an increasing importance on how effectively the systems are designed, operated and maintained, and how efficient the business processes are.

Mobile operators need OSS solutions that centralize, streamline and automate common operational processes such as voice and message routing, partner and third party service management, service quality and availability testing to reduce CAPEX and OPEX, and increase customer satisfaction and faster rollout.

Product Overview

Defne's **OSS/BSS Solutions** enable mobile network operators to deliver time sensitive/real-time and location-based warning messages to subscribers in a geographic area, efficiently route and deliver SMS and voice traffic locally and internationally, launch new innovative services and manage their partners easily, and remotely test/monitor their basic and value added services on their GSM/GPRS networks before launch and during live operations.

Built on a future-proof and scalable architecture, Defne's OSS/BSS Solutions allow mobile operators to keep operational costs under control, optimize the use of their network infrastructure, increase their revenues, and customer satisfaction all at the same time.



Key Subscriber Benefits

- **Enhanced Service Experience:** Improves communications experience with high quality services and reduced spam
- **Peace of Mind:** Ensures the right party is charged the right cost for the service

Key Partner Benefits

- **Increased Revenues:** Easy-to-use Web GUI to access network elements improves productivity and accelerates service launch
- **Subscriber Management:** Centralized management of user subscriptions and charging
- **Performance Tracking:** Automated tracking, reporting and alarms for pre-defined KPIs improves performance
- **Easy Integration:** SOAP-based Web Service API and SMPP integration options for partners provide easy and fast integration process

Products

Cell Broadcast

Defne's **Cell Broadcast** solution allows mobile operators to reach every wireless user in a targeted geographic area and deliver time sensitive/real-time and location-based warning messages in the event of emergencies. From hurricanes, to wildfires, homeland security and alerts, Defne's Cell Broadcast solution allows operators to provide life-saving and safety-enhancing information in seconds to wireless users. The message can contain what the hazard is, the area affected, the expected duration, what to do immediately, and how to get additional information. The information allows the receiver to react and protect themselves while being directed to additional information sources or systems. The solution serves as a powerful and more comprehensive public safety communications system.

VAS Monitoring

Defne's VAS Monitoring solution enables mobile operators to remotely test/monitor their basic and value added services on their GSM/GPRS networks before launch and during live operations for service availability, functionality and charging. The tests are carried out through special M2M terminal devices with GSM/GPRS modem capabilities that are distributed throughout several locations of the operator's network and that talk with centrally located servers that host the testing software and database.

Partner and Service Management

Defne's Partner and Service Management solution enables telecom operators to organize and manage their partner relationships in an effective and efficient way via standardized business processes, methodologies, tools and practices with the overarching goal of creating an automated and sustainable ecosystem. Partner and Service Management solution offers enhanced processes and tools to assist in management, coordination, control, delivery and support of partners.

Call Traffic Router

Defne's Call Traffic Router solution 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.

SMS Router

Defne's SMS Router allows operators to easily manage their SMS traffic from a single point in multi-SMSC environments. It offers service provisioning, control, triggering and charging capability for SMS services in multi-SMSC environments. SMS Router shortens the time-to-market for new SMS services and reduces operational costs. Through comprehensive business logic that maximize the efficiency of control, routing and delivery of SMS traffic, SMS Router enables operators to reduce the cost per SMS message delivery.

Corporate Headquarters:

ITU Ayazaga Kampusu, Ari-2 Teknokent A-Blok 3-1, Maslak 34469, Istanbul, Turkey

MEA Office:

Dubai Silicon Oasis HQ Building, 4th Floor, Wing C, Dubai Silicon Oasis, Dubai, 341041 UAE

Asia Pacific Office:

807, 8th Floor, Ithum Tower A, Plot No A40, Sector-62, Noida, Uttar Pradesh, 201309 India

Phone: +90.212.285.7575

Phone: +971.4.372.4037

Phone: +91.120.4570667

www.defne.com.tr
sales@defne.com.tr