



# Filtering Solutions

## Key Operator Benefits

- **Reduces Churn and Increases Customer Loyalty:** Increases subscribers' satisfaction by eliminating unwanted calls and improving communications.
- **Drives Revenue:** Increases revenue by enabling operators to provide fee-based and differentiated service offerings to subscribers.
- **Increases Security:** Protects the network from spam voice and SMS traffic and makes it more secure.
- **Protective:** Increases network protection by matching all unconventional number types to blacklists through number normalization.
- **Intuitive:** Easy-to-use and does not require comprehensive subscriber education. Reduces time-to-market effort.
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solutions that improve network usage efficiency.
- **World-class Managed Services:** The solutions are backed-up with Defne's proven professional and managed services.

## Market Dynamics

*Mobile is now the number one communications platform increasingly relied upon by subscribers in workplaces and at home. With ever increasing subscriber base and usage, malicious, unsolicited, spam calls and messages are also on the rise affecting the quality and security of personal and business communications. With growth, mobile operators expose both their network and subscribers to a higher spamming risk. Spammers and fraudsters keep on finding new opportunities to place calls and deliver messages to mobile subscribers without extensive control.*

*Subscribers are often annoyed and face reduced productivity due to spam calls and messages from telemarketers or other uninvited callers. This leads to unhappy customers and reduced loyalty that negatively impact customers' communications experience, operator revenues and thus overall profitability.*

*With high competition in the market from both other GSM operators and OTT vendors, mobile operators need to offer effective filtering and loyalty services to retain their subscribers.*

## Product Suite Overview

Defne's **Filtering Solutions** provide subscribers ease of mind for safe and uncluttered communications. They eliminate traffic from unsolicited calls and messages from a third party and flooding of SMS messages sent by an originating network. Defne's Filtering Solutions allow the user to define filters based on black and whitelists and also analyze message volume history for spikes in message traffic based on historical averages.

Built on open-standards, Defne's Filtering Solutions offer a portfolio of feature rich applications with enhanced interfaces for charging, provisioning and network management integrations. They stop abusive spam traffic before it impacts subscribers and negatively impact operators' operating expenses. Thus subscribers enjoy a secure mobile experience, improving loyalty to the operator brand and uptake of additional services.



## Key Subscriber Benefits

- Protects from unwanted spam SMS
- Improves communications experience
- Offers convenience and added message control
- Increases productivity
- Offers control over child, work phone outgoing and incoming calls

## Products

Defne's Filtering Solutions offer the following applications to eliminate unwanted spam messages and calls:

### Call Filtering (BlackList/Whitelist)

Defne's **Call Filtering** solution provides the control mechanism for both incoming/outgoing calls and SMS messages for subscribers. It enables subscribers to bar or allow voice calls and/or SMSs from numbers specified in their own barring (black) or allow (white) lists. The solution can be offered as a VIP service to high-end segment. In addition to the basic call/SMS screening service, with the solution operators can also create and offer new filtering services to their subscribers for child phone, company phone, or cost control.

### SMS Filtering

Defne's **SMS Filtering** solution enables mobile operators to manage and eliminate spoofed, fake and spam SMS that is a growing threat to mobile networks, annoys subscribers and potentially leads to loss of revenue and high churn rates. SMS Filtering solution is a comprehensive and scalable carrier-grade anti-spam SMS system that provides sophisticated protection against unsolicited SMS, malicious attacks, and fraud.

Often spam SMS originates from foreign networks or applications and Defne's SMS Filtering solution blocks all types of unwanted and harmful traffic on the network making it more secure and safe. At the same time, the solution protects subscribers from receiving spoofed, unwanted/spam short messages originating from off-net networks by applying advanced filtering rules based on service center and originator center settings, as well as, SMS content.

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