Comverse VAS

More Value from Your Network Assets

Comverse VAS 3.0 **Revolutionary Evolution**

COMVERSE

making your network smarter

The Revolution in Mobile Is at Least as Big as the Leap to PCs in the '80s

The world of mobile communication is experiencing a phenomenal transformation created by the pervasive nature of broadband and social media. Communication technology has evolved from a way to stay in touch into entertainment on demand, an office wherever you go, and social networks as constant companions.

Mobile subscribers have become increasingly sophisticated. The fast penetration of a myriad of smart devices with sleek, easy-to-use user interfaces, coupled with the growing list of features demanded by subscribers, all point to the need for richer, more personalized services.

New technologies, such as LTE and WiMAX, are being introduced to accommodate increasing user expectations and offer adoption of "all-IP" as the core technology for these environments.

The emergence of OTT players offering innovative services in the mobile domain has created a ripple of concern among CSPs who, with the hyper-convergence of connectivity, media, mobility and devices, are feeling the pressure to remain relevant in this evolving world. To increase customer loyalty, CSPs must enhance the subscriber's experience of converged communication.

Paving the Way to New Opportunities

Comverse VAS 3.0 Service Enablement Middleware and IP Messaging pave the way to opportunities for CSPs to expand their markets and tap into new potential revenue areas by introducing compelling new consumer, enterprise and machine-to-machine (M2M) experiences.

Comverse VAS 3.0

This next-generation, cloud-based solution enables CSPs to open up their ntetworks to third parties to create a new breed of services and applications that enrich the user experience and boost revenues

Continuous and Rapid Innovation Is Key for Success

Continuously Introduce New Applications and Services

It is almost impossible to determine which applications or services will succeed in this fast-paced Internet world. Continuous and rapid innovation is key for success, and CSPs need to deliver quantity to "hit the mark". Furthermore, CSPs must be able to introduce new capabilities quickly and modify them based on customer feedback. To accomplish this, CSPs must open up their networks to third-party developers to enrich their offering to enhance the subscriber experience.

This openness enables CSPs to utilize their networks to open new business models and offer innovative services (analytics, billing).

The Comverse Service Enablement Middleware (SEM) solution securely externalizes CSP messaging and related assets to enable third parties — such as enterprises, healthcare, advertisers, publishers, government, and financial institutions — to create a new breed of services and applications that can reach virtually all user and machine-to-machine (M2M) devices.

SEM implements central distributed network data storage for all messaging, including voice, SMS and MMS, based on HBase technology. This scalable and cost-effective technology is suitable for solutions that require the storage of a large amount of data.

Comverse SEM unites Internet and Telco capabilities and reach, providing CSPs with a cost-effective, time-saving approach to implement new services. An open layer in the network architecture, SEM leverages today's infrastructure to enable CSPs to quickly capitalize on new market opportunities as they arise by overcoming the openness challenges with an efficient and risk-free ecosystem for implementing innovative applications and services fast.

By reducing developer barriers, SEM can make CSPs more relevant in the consumer and enterprise application markets, positioning them to leverage their telco-grade infrastructure to generate additional revenues.

Evolutionary Transition to an All-IP Ecosystem Leveraging Existing Assets

Delivering converged communications over a variety of mobile devices across multiple access networks

Comverse IP Messaging is an advanced, converged and harmonized standards-based solution for delivery of text, images, files, video and content over the variety of mobile devices across multiple access networks, transitioning CSPs to the world of IP messaging technology and cloud service deployment.

Taking VAS into the cloud, Comverse IP Messaging:

Adds Value to Legacy SMS, MMS and Voicemail: Making all types of messages available on every relevant device.

Enables a Richer Messaging Experience: By making it easy to introduce new services and capabilities.

Leverages Key Assets: (Location, presence, status, billing, global service availability, etc.) to deliver an unsurpassed integrated user experience.

Optimizes the Messaging Platform for 4G/ LTE: For text and multimedia messaging, voice and video, visual voicemail and other new services.

IP Messaging includes the IP Engine, a converged environment with a pre-integrated collection of the newest communication experiences, including:

Single Number Service: Converges all terminals under a single number and enables user to control calls depending on availability and preference. Improves user accessibility and provides a competitive edge over OTT players

Incoming Call Management: Intuitive and simple service that enables users to make real-time decisions for routing incoming calls; holistic solution for multiple devices.

Click to Call: Every contact and incoming message has a clickable callback option.

Enhanced Call Management Services: Provides users with the control over their calls using call filters (black lists), timing (limits calls during specific times) and recording, which enables user to record a call and listen back using any device

Video Call Completion: Regardless of network, device or device capabilities and through any channel.

Comverse IP Messaging is fully compliant with RCS and RCS-e as defined by OMA.

Comverse IP Messaging utilizes IP as a common infrastructure for messaging, yet at the same time it continues inter-working seamlessly with existing legacy silos and services via the SEM.

This improves the operator position and user experience by introducing a converged and harmonized environment that is a springboard for a myriad of opportunities for compelling services — yet supports legacy services and feature phones to ensure seamless robust functionality to and from all users.

Capitalize on next-gen messaging services now; support both IP-enabled devices and feature phones

Enrich Services Experience

Increase Customer Engagement

Boost Revenues

About Comverse

Comverse is the world's leading provider of software and systems enabling converged billing and active customer management, mobile Internet, and value-added services. Our extensive customer base spans more than 450 communication service providers serving more than two billion subscribers in over 125 countries. Comverse's innovative product portfolio makes networks smarter to unleash value. www.comverse.com.

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