

Acision Location Gateway

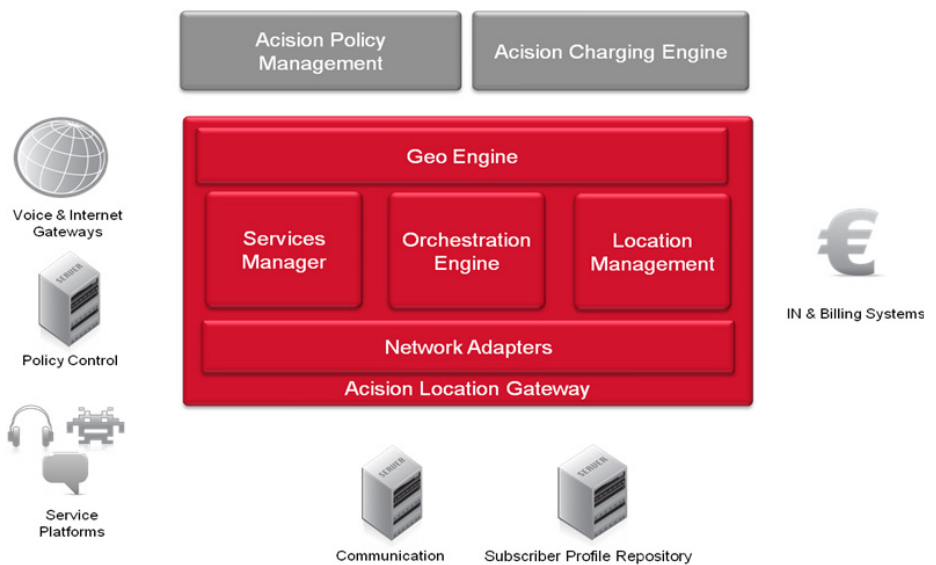


Acision Location Gateway (ALG) is a real-time specialised network element that brings additional service enablement to the operators existing VAS, charging and rating architecture as a location service manager in the network.

ALG enables a range of functionality including; differential charging, policy decision input, location monitoring and service campaigns. ALG can be deployed standalone into the operator's existing environment, providing a consistent way for multiple location technology service access and enrichment between the network and backend service domains; or as part of Acision's Mobile Data Charging, Mobile Data Services and Mobile Data Control solutions.

Key benefits:

- Provides a centralised gateway for location queries and service triggers
- Gives applications and subscribers access to new services
- User friendly and adaptive locations responses to enhance take-up
- Open query, and multiple format input interface allows web based GUI support and easy network maintenance
- Provides a centralised gateway for introduction of subscriber policies
- Pre-integrated with other Acision products & solutions for easy service extension
- Rapid plugin integration to 3rd party components
- Campaign management for commercial or emergency agencies (reportable warning systems)
- Standards compliant architecture ensures compatibility with present and future networks such as 3G, HSDPA, IMS and LTE



Enabling Real-Time Location Enriched Services

ALG provides a central contact point for multiple location technologies to multiple applications that need to charge for services in real-time, monitor locations or subscribers for service triggering or create location based campaigns.

In its campaign orchestration role, ALG can accept zone, network or geographical defined campaign requests from multiple network or external elements and servers (e.g. VAS, Advertising, and National Emergency Agencies).

Based on service logic, ALG can then construct valid campaign lists in real-time for maximum effectiveness and returns for network utilization and on receiving request to launch is able to deliver notifications to the list in a controlled and throttled manner. ALG service management is able to take into account; network utilisation , subscriber preferences and campaign priorities in delivering its services.

When deployed along with Acision Charging Engine or Acision Broadband Mobility Suite, ALG supports the real-time use of location in the call or service setup flow for advanced real-time charging, bundle management and quota management for voice and data services (allowing among others FMC and FMS market offerings).

ALG provides an entrance point for all real-time application message processing to make use of location data, and to subscriber queries; provided in a useable and understandable format - making it easy for operators to rapidly launch new targeted services.

Acision Location Gateway Key Features

ALG enables intelligent use of location data by providing capabilities to provide:

- 1. Connection to multiple location network elements** – ALG acts as the broker between the various location network elements/technologies and the service application domain by providing real-time and off-line location data capabilities that is understandable and precision appropriate to the requesting entity, by accepting service requests from the network, and using configurable service logic to make decisions and formulate responses back to the network.
- 2. Enables location based services** – ALG can accept location requests and offer services based on a variety of input types such as; location areas, cell id, zones and geographical co-ordinates allowing applications or subscribers to provide web based geographical area or predefined zone (e.g. enterprise or municipal) input.
- 3. Register of Interest** – ALG allows applications and subscribers to query in real-time or register pre-defined interest in locations areas, subscribers or devices to provide the capability to;
 - service delivery triggering
 - provide warning notifications
 - differentiate charging
 - update ongoing service delivery options/decisions
 - monitor movement over time

The benefits of having this capability means that the operator can offer targeted and appropriate location services at different service levels (passive or intrusive), while maintaining privacy.

- 4. Virtual Landlines / Fixed Mobile Convergence** – In conjunction with Acision Charging Engine, as an adjunct to the existing IN system, ALG enables operators to offer a virtual landline number to the customer base with competitive rates for mobile use in their Home Zone that will encourage mobile subscribers to stop using their land line. This can be extended for enterprise customers to multiple locations and includes both voice and data services..
- 5. Campaign Orchestration** – Using its access to location data and its varied submission request formats, ALG is capable of allowing applications the ability to create targeted campaigns where it takes into account factors such as; user interests, privacy requirements, historic movement etc. Once the campaign area and targets have been finalised, ALG can manage the campaign delivery to ensure subscribers receive the messages intended for them only in the timeframe of the campaign and also that the network is throttled accordingly to the capability of the area¹ it is taking place in.

For more information

To contact your nearest regional office, please visit our website or email: contact@acision.com

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Flexible and Future-Proof

ALG provides an innovative approach element for interconnecting voice and data. With a componentised design, small hardware footprint and extensible software architecture, ALG ensures operators can rapidly introduce new location solutions (with a consistent interface) and services to offset cost of the explosion of mobile data. As part of an integrated portfolio from Acision, modular additions mean that capabilities can be expanded to include real-time rating and charging, bundle management, quota management, policy management, policy enforcement / DPI and SS7 voice service control.