

Acision Call Completion Suite

Convert what may be unbillable network activity into revenue opportunities



Key benefits:

- Stop voice APRU revenue erosion
- Convert what may be otherwise unbillable network activity into revenue
- Flexible systems provides multiple options to complete connections for every call attempt
- Carrier grade systems that are scalable in multiple dimensions
- End user personalization and control provide opportunities for subscription revenue

Introduction

With greater than 80% share of revenue, voice services still reign as the revenue leader. First priority then should be to protect the current revenue stream and maximize the available potential. Increasing this large percentage by even a small margin would have dramatic effects on the operator's bottom line.

Even with the increasing complex array of multimedia and data applications operators may offer subscribers, the most lucrative enhancements are to increase the number of calls made within the network and increase the percentage of those calls that are successfully completed.

With studies showing voice ARPU trending downwards, the operator's revenue stream is under threat. With such exposure, operators must look for every opportunity to stop the revenue erosion and convert what may be unbillable network activity into revenue generating minutes.

Acision offers many opportunities to increase call completion revenue. Evaluating call percentages from an overall network perspective reveals several areas in which the operator is losing what could be billable revenue.

- Complete calls with Voicemail or Videomail
- Capture calls not completed with Voicemail
- Capture calls to non-Voicemail Subscribers
- Capture completed calls to Voicemail subscribers which result in slam downs
- Capture unsuccessful network level call attempts.

Acision Voicemail

Voicemail is the most widely used call completion solution. Acision's Voicemail was designed from the ground up for the convergence of voice, video, data, and wireless services. The application is a fully IP based and feature-rich communications systems operating on a Next Generation service Platform that uses best-of-breed components for performance and scalability. The IMS ready application utilizes native IP networking technology and supports all primary Internet and data communications standards.

Acision's Voicemail application can be configured to take advantage of advanced features such as notification with triggers, MMS delivery of messages, filters and SMS alerts. Other features include visual voicemail, voice-to-text, distribution lists, shared mailboxes and message forwarding via email.

Acision Voicemail has been deployed around the world including to some of the largest wireless carriers, telephone companies, and broadband providers on the globe. Deployments include all next generation network types such as 3G Wireless, Voice over Cable and Voice over DSL .

Acision Videomail

For 3G mobile operators providing 2-way video calling and seeking the opportunity of increase video calling revenues from 4 to 5 times, Acision's Videomail is a fully proven IP based, IMS ready solution. The completely open standards-based IP platform was first launched in 1999 and is scalable into the millions of subscribers.

Unlike other vendors, Acision has broad experience in the Videomail arena serving more 3G video calling subscribers than any other solution in the world. Acision's Videomail solution is a perfect compliment to video calling allowing the calling party to complete the video calling experience if the user is busy, unavailable or out of network.

Acision Call Driver

Call Driver provides network operators with tools to increase the number of billable minutes within the network and the percentage of successful calls completed. The solution is not only simple to use by all subscribers regardless of the type of mobile phone but also functions across all network types as operators embrace IMS network evolution.

Increasing the \$700 billion annual voice revenue number by even a small fraction would provide a significant impact to the operator's bottom line. Call Driver is the ideal call completion solution serving both voicemail and non voicemail subscribers. Features include assurance that every call attempt has multiple options to complete the connection, every missed call results in any number of notifications, callers may have the option of requesting an availability notification or connection and end users are provided with the ability to manage and personalize the service as they see fit.

The design of Acision's Call Driver provides maximum value by introducing a voice network component without a dependency on a carriers voicemail solution and easily integrates with the operator's SS7 network. In addition, subscriber notifications may be structured to include promotional messages providing an additional revenue opportunity.

Why Acision

As a world leader in mobile data, Acision powers innovation and profitable growth in mobile data services. As the pioneer of mobile messaging, Acision's real time mobile data solutions enable its customers worldwide to drive new revenues with innovative services while controlling, optimising and monetising data traffic.

Acision's proven products and services, experienced people and service innovation allows organisations to meet the challenges in today's converging telecommunications market. Acision is at the heart of its customers' strategic business services, working together to achieve profitable and sustainable growth. Acision's recognised expertise extends across a portfolio of propositions, products and services and is based upon a global track record, business insight and leading edge technology platforms.

Our Voicemail solution has been deployed around the world by some of the largest mobile carriers, fixed line operators and broadband/ISP providers using all network types including 3G wireless, voice over cable and voice over IP.

Our Call Driver solution has enabled operators across the globe to increase billable network activity and positively influence voice ARPU.

For more information

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

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