

HP and Integrated Telecom Solutions — Innovative solutions for mobile operators



Challenging trends in telecom

It's a telecom truism: the low-hanging fruit has already been picked. And as new subscriber growth continues, operators in all regions see the average revenue per user (ARPU) under pressure. With increases in both competition and churn, profitability hangs on how quickly and effectively mobile operators can introduce new services and how much they can streamline existing ones.

A full suite of mobile solutions

HP and Integrated Telecom Solutions, Inc. (ITS) have joined in a global alliance designed to deliver solutions, and expertise that help mobile operators gain new customers, reduce churn, offer new services, and generate better return on investment.

ITS solutions are a stream of quick-hitting, off the shelf solutions that form a campaign to attract, and retain high-value subscribers. Prized for their ease of deployment and rapid ROI, these solutions provide surgically precise ways to satisfy subscriber demands, enhance value, and quickly add services to any Network. ITS' solutions can be deployed across multi-vendor networks and will evolve with the network far into the future with IMS enabled features. Here are the highlights of ITS' solutions portfolio:

Enhanced calling name solutions

Gives convenience and adds value to services already greatly valued by wireless subscribers.

- **Wireless Caller Name (WCN)** - WCN is an Intelligent Network service that provides the name of the calling party before a call is delivered to the wireless subscriber. WCN allows subscribers to better manage their incoming calls making it an essential element of any mobile operator looking to differentiate themselves from the competition.
- **Virtual Caller ID (VCID)** - VCID captures missed call information for handsets that are turned off, out of network coverage or are otherwise unavailable and then delivers that information via SMS as soon as the handset becomes available. Efficient in terms of network resources, VCID maintains an attractive return on investment profile and a unique set of attractive features such as Notify When Present.
- **Portable Caller ID (PCID)** - PCID is a missed call notification solution for fixed networks. PCID allows subscribers the ability to monitor missed calls made to their landline numbers from anywhere using their mobile handset. PCID may be combined with ITS' Wireless Caller Name for superior differentiation.

Virtual mobile exchange

Allows groups of wireless subscribers to constitute a virtual PBX, enabling a number of capabilities including private numbering plans, pricing flexibility and enhanced call control functions

- **Global Virtual Private Network (GVPN)** - GVPN provides clear advantages to mobile operators by allowing private networks to be built using existing public network resources. GVPN is an effective tool for attracting large, medium, and small enterprises, reducing churn among high-value subscribers, and by supplying corporations the ability to manage their wireless expenses. It offers flexible charging options with private numbering plans, while providing the benefit and convenience of PBX like features.
- **Incoming Call screening (ICS)** - ICS is an effective tool for call management by allowing subscribers the ability to receive pre-defined calls during distinct time periods while routing other calls to programmed recipients. ICS can be implemented stand-alone or in conjunction with ITS' GVPN product to provide Closed User Group (CUG) level incoming call screening.
- **Corporate Provisioning Manager (CPM)** - CPM is a self-care system that allows mobile operators and corporate telecom managers the ability to manage their GVPN groups, dial-plan, and subscribers as well as ICS options via the Internet

Intelligent number translation

Provides convenience and value to subscribers, while reducing operational costs and creating new revenue streams.

- **Network Short Codes (NSC)** - NSC is designed to reduce the costs associated with network-based number translations by providing flexible translations for routing subscribers to designated destination numbers, such as TAXI or PIZZA.

- **Virtual Home Environment (VHE)** - VHE enables services such as International Traveler and provides flexible translations for routing out-bound roamers in other networks to have access to the same services as their network at home.
- **Wrong Number Translation (WNT)** - WNT enables the mobile operator to recover revenue, which would otherwise be lost, by gradually correcting the cause of wrong numbers.
- **Hot Lining Services (HTS)** - HTS gives mobile operators one central location to be used for unlimited call handling options. HTS provides routing choices for selected subscribers to specific customer care centers based upon pre-specified criteria. HTS may also be used, on any call origination, to hot line enterprise groups back to their dispatch centers, based upon configurable and flexible criteria.

Carrier-grade reliability and scalability

All ITS solutions run on HP servers with HP OpenCall technology, the choice of over 160 telecom operators worldwide. These are the most reliable, available, and scalable solutions in the industry, and they're ideal for the carrier-grade demands of the telecom industry.

Consistent implementation and support

ITS solutions are backed by worldwide HP support, including HP-provided System Integration and Consulting capabilities for implementations. Mobile operators can count on consistent support 24 x 7, with a single point of contact for installation, operations, and problem resolution.

About ITS

Integrated Telecom Solutions, Inc. is a telecom solutions company, based in Richardson, Texas, USA. ITS' innovative and attractive solutions are deployed extensively throughout the globe.

About HP

HP is a leading worldwide IT systems and service provider with a wide range of solutions and extensive product capabilities. With offices in 160 countries, HP is uniquely positioned to provide substantial benefits to mobile operators around the globe.

For more information visit www.2its.com or www.hp.com/solutions/its