



mc**TEL**
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Since 1992, MCTEL has been working diligently to develop a high level of expertise in designing, delivering and supporting solutions to mobile operators. MCTEL's flexible product architecture allows for a unique ability to cross pollinate software modules into the flexible architecture and create unique solutions that ideally match customer requirements. Our customers recognize us for our thorough understanding of their requirements and our ability to provide robust operate grade technical solutions that exactly match their needs.

MCTEL today boasts a rich portfolio of solutions built on an industry proven enabling architecture that allows us to create unique and bespoke solutions as well as global repeatable offerings. The MCTEL portfolio of solutions is made up of a coherent suite of solutions in Messaging, Device Management and Service Delivery Platforms that covers mobile end-users' broad needs of mobility.

Our long-lasting experience tells us that each operator is different, with specific needs and constraints. This is why MCTEL adapts to your go-to-market strategy by giving you the possibility to deploy our solutions either as turnkey or hosted services.

**More than a trustworthy supplier, we want to be partner
of your success. Just as we have been for
more than 50 operators**

Key benefits

- **Broad experience** in Networks, Mobile devices, Services and Content.
- **State-of-the-art technical know-how**, especially in SS7 and SIGTRAN technology.
- **Ability to offer hosted solutions**, to rapidly set up services for your subscribers. You can start operating our solutions before acquiring them turnkey.

MCTEL Mobile Device Management solutions

MCTEL Device Management Center suite helps mobile operators increase ARPU, promote new services, reduce operational costs and fully control handset lifecycle.

MCTEL Device Management Center is designed to take away the complexities of managing various devices in the mobile networks using device and SIM management technologies. The MCTEL Device Management Center supports thousands of existing phone models including phones based on OMA open standards.

MCTEL Device Management Center offers a complete set of features that helps operators manage their subscribers' devices and market advanced services:

- *Automatic Device Detection* with Wireless Service Provider interface module
- *Handset configuration Over the Air* (OTA)
- *Marketing Analysis* with advanced Campaign Manager
- *Management of stolen and prohibited devices* (Equipment Identity Register)
- *SIM OTA* (with BIP/CAT-TP SIM OTA over IP)
- *Firmware Update* (FOTA Firmware Over The Air)
- *Welcome to Roamers* module
- *Roaming Steering*
- *High performance embedded SMSC*



MCTEL Advanced Messaging

MCTEL's messaging suite is designed to ensure maximum revenue, to bring comprehensive solutions to roaming needs and combat increasing challenges in network security.

MCTEL SMS & MMS Centers provide operators reliable and high performance SMS and MMS routing and delivery, along with advanced features enabling to offer Value Added Services. Thanks to its conformance to international standards, the MCTEL SMS and MMS Centers integrate seamlessly in the operator's network. MCTEL SMS Center suite includes:

- Bulk SMSC
- SMS Router
- First Delivery Attempt

MCTEL SMS Firewall & Smart Messaging allows operators to offer advanced security and smart messaging features to their subscribers. It includes several optional modules:

- *SMS Spam Filtering*: detects and eliminates SMS Spam and offers additional anti-fraud features (anti-faking, anti-flooding, anti-spoofing).
- *Smart Messaging*: includes SMS Forwarding, SMS Copy, subscriber's private White and Black lists and Auto Reply.
- *SMS Parental Control*: provides a safe mobile messaging environment for children.
- *SMS Mobile Advertising*: allows increasing SMS traffic and generating additional revenue thanks to sponsored SMS.

MCTEL SMS Center Hub allows operators to expand their SMS coverage and perform significant savings. MCTEL International SMSC Hub offers the advanced Least Cost Routing to manage the routing of International SMS traffic at an optimized cost, to connect to multiple gateways and use the least cost route (latest GSM-A standard).

MCTEL Roaming solutions enable operators to improve the interworking with other GSM or CDMA networks and increase roaming revenue streams and subscribers' satisfaction. They include:

- *Welcome to Roamers* allowing to better welcome and advise either operators' own subscribers roaming abroad and foreign subscribers roaming on-net.
- *SMS-Center International Hub* to increase SMS coverage and lower international SMS costs.
- *Roaming Steering (Preferred Network)* to better control the roaming behavior of own subscribers roaming on net and direct them on the preferred network so they can obtain better roaming rates, improved roaming experience, and increase revenue generated by out-roamers.

MCTEL USSD Gateway enables to launch USSD applications. USSD is a GSM/UMTS service allowing subscribers to easily and quickly access interactive applications and services. USSD benefits include:

- *Ease of use* with immediate access by dialing a USSD request such as *123#. The USSD service is approximately 7 times quicker to activate than a SMS service.
- *Working when roaming*: The same dialing sequence is used for easy on-net and worldwide access.
- *Easy to use Interface*: the USSD service code can be stored on the SIM card. SIM Toolkit Applications can also use USSD to communicate with a network application through the USSD Gateway
- *Supported by 99% of networks* and handsets.

Other additional applications can be developed upon request.

MCTEL Cell Broadcast Centre (CBC) allows operators to broadcast text information to their subscribers in a particular geographical area without loading SMSC or MMSC. MCTEL Cell Broadcast Centre provides very high throughput, scalability and a large set of features including a powerful and versatile Campaign Manager. It allows to broadcast to segment of subscribers according their profile (age, gender, occupation, mean revenue etc...) and their handset capabilities (using MCTEL Handset Marketing Analysis). MCTEL CBC solution offers an optional powerful SIM OTA module needed to broadcast information to SIMs (e.g. activate/deactivate CBC channels).

MCTEL Service Delivery Platform for VAS

As an expert in network and services, MCTEL provides operators solutions that help them deliver value added services and thus increase productivity and revenue from subscribers.

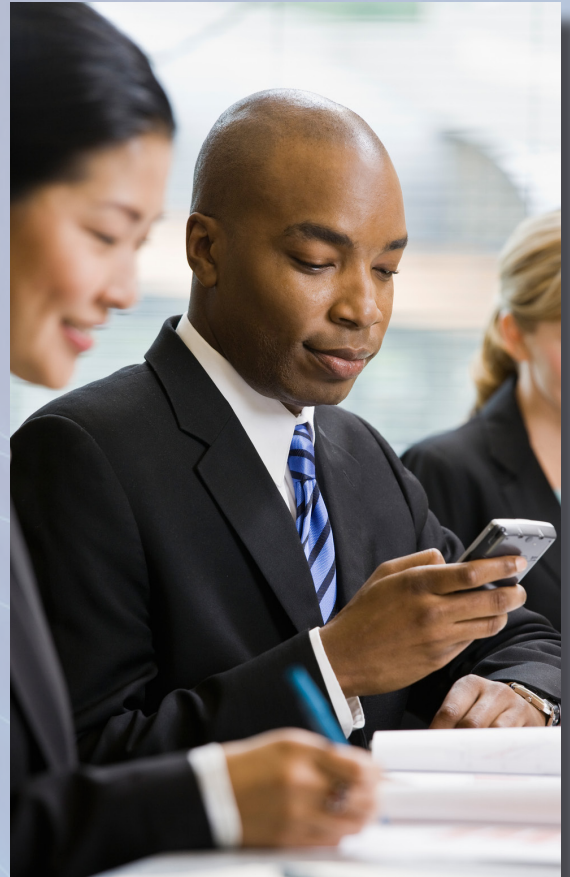
MCTEL VAS Development Platform is designed to offer operators a complete development environment answering subscribers' needs in multimedia messaging and mobile applications. In addition, MCTEL provides applications enabling immediate services set up integrated modules over SMS, MMS, Wap, USSD and IVR such as:

- Web to SMS/MMS and PC to SMS/MMS
- SMS to Email and Email to SMS
- SMS Voting
- SMS to TV
- SMS/MMS Chat

MCTEL Content Delivery Gateway uses existing SMS-Centers, MMS-Centers, Wap interfaces or Service Delivery Platform to distribute multimedia contents using the customer preferred method: SMS, Push-Wap, MMS, Wap and Web.

An advanced billing and Digital Rights Management feature protects the rights of the content owners and allows generating additional revenues through the reselling of the media content. Thanks to advanced content translation algorithms and a device database, efficient content translators ensure the appropriate content format is delivered to the customer according to its media device capabilities,

MCTEL VAS Connectivity Gateway offers operators a network access point to securely connect VAS applications to their network, along with Smart Charging on Content Delivery for both Premium Pull (on-demand) and Premium Push (subscription) services, over bearers such as SMS, MMS, USSD, Wap, IVR, Video. Smart Charging includes an integrated suite of charging and billing interfaces to avoid the deployment of a separate charging platform with the Gateway.





Future locations



Present locations

Headquarters

MCTEL
La Patio Palace
41 avenue Hector Otto
98000 MONACO
tel +377 9216 8888
fax +377 9216 8865

Asia

MCTEL Asia PTE LTD
8 Temasek Boulevard
42-01 Suntec Tower 3
038988 SINGAPORE
tel +65 68 29 23 31
fax +65 68 29 23 32

Middle East

MCTEL Middle East
Office 707 - D Wing
Dubai Silicon Oasis
P.O. Box 341118 Dubai, UAE
tel +971 43 13 27 99
fax +971 43 30 33 65

Contacts

General information: info@mctel.net
Sales enquiry: sales@mctel.net
Press enquiry: press@mctel.net
www.mctel.net