

BROADCAST

your SMS, MMS,

USSD and CBC

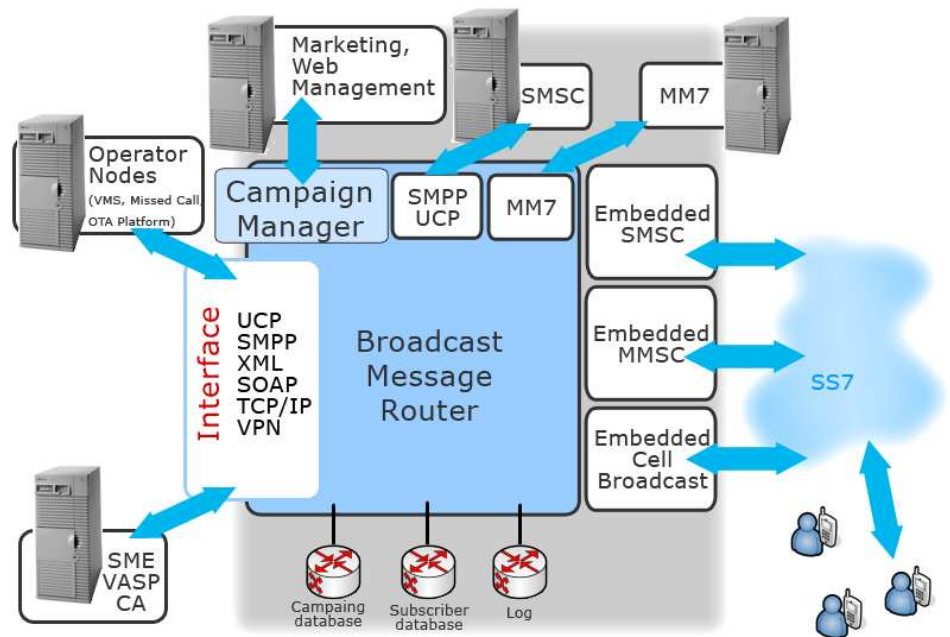
messages to

millions of

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very short

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Mobile operators need a reliable solution to address quickly large number of subscribers using multiple channels (SMS, MMS, USSD, Cell Broadcast), to provide them:

- Customer related information (account balance, alerts)
- Marketing messages
- Targeted Mobile Advertising
- Messages delivery from other nodes (Voice Mail, Missed Call, OTA)
- Emergency alerts

MCTEL Multi-channel Bulk Campaign provides the perfect solution to reach millions of subscribers in a short time, and avoid loading the existing core network equipments.

High performance SMSC, MMSC, USSD Gateway and Cell Broadcast Center may be integrated in the platform for complete independence from existing core network and for improved throughput. Easy to use tools are provided to allow the operator to submit and control its messages.

MESSAGE BROADCAST

THE SOLUTION TO INSTANTLY BROADCAST MESSAGES TO YOUR CUSTOMER BASE

Features:

- Able to broadcast messages over SMS, MMS, USSD and Cell Broadcast
- Powerful Web Campaign Manager to easily create, manage and control large broadcast operations
- May target selected subscribers according their profile, handset capabilities, subscription plan, previous operations, location (when interworking with location platform)
- Two-way Broadcast operations allowing to manage customer replies
- Support for concatenated SMS, Wap Push, Unicode messages, MMS with multimedia attachments
- May be used by other MCTEL solutions such SIM OTA, Device Management, Missed Call Notifications or Voice Mail in order to provide high throughput SMS delivery and offload the existing operator SMSC infrastructure.
- Web and PC management interfaces with multilingual support

Key Benefits:

- Allows the network operator to push bulk campaigns over SMS, MMS, USSD and CBC
- Very high throughput and scalability
- Advanced algorithms to improve message throughput performance
- May provide return channel for two-way campaigns managing customer replies
- Secure access for third parties to messaging infrastructure (other platforms, bulk SMS senders)
- SMS, MMS, Push Wap, USSD and Cell Broadcast support
- Inherited from over 15 years experience in multimedia routing and application development

Technology:

- Compliant with all relevant ETSI, 3GPP, ITU, ANSI standards for GSM and CDMA networks
- Carrier-grade solution, scalable for millions of subscribers
- Load balancing and fault tolerant configurations
- Flexible licensing scheme
- Use open standard technology for maximum compatibility
- Full SS7 and SIGTRAN support
- Web, SNMP, and OpenView management



Since 1992, MCTEL delivers carrier-grade network solutions to telecommunication operators worldwide with a comprehensive suite of solutions in Advanced Messaging, Mobile Device Management and Service Delivery Platform for VAS. MCTEL proposes a powerful value chain approach from the design of innovative products up to the deployment of solutions delivered turnkey and as hosted services through MCTEL's SS7 international signalling backbone.