



CALLUP
ONE1 TELECOM DIVISION



USSD CALLBACK

Seamless low-cost roaming service, anywhere with mimic of a normal call experience

CURRENT SITUATION

Increased competition and subscriber awareness has greatly reduced the cost of mobile calls over the past few years. As a result, mobile operators often find themselves participating in ineffectual

price wars, particularly when it comes to the prepaid sector. The alternative is searching for new solutions to differentiate themselves in a market saturated with competitors.

CLIENT/SERVER ARCHITECTURE

The CALLUP Mach USSD Callback solution differentiates the mobile operator's offering by providing advantages for both the subscriber and the operator. USSD Callback enables roaming in all roaming partner networks to generate new revenue growth for operators, while reducing mobile originating calls to roamers, anywhere and in any network.

The service can be activated for all roaming party networks or only selected networks. The choice of networks is selected by the operator using the CALLUP Mach Provisioning Tool and an updateable list of networks on the SIM applet.

KEY FEATURES

Lower roaming rates – based on MT calls

Does not need VPMN's approval to reduce rates

Incentive for roamers to make more calls

CALLUP MACH OFFERS USSD CALLBACK SOLUTIONS IN TWO VARIATIONS:

Conventional USSD Callback – Subscriber sends a USSD string which includes the dialed number (B-Number). The USSD string includes a dedicated prefix assigned by the network. The prefix allows the HLR (or USSD gateway) to distinguish the USSD string from other USSD strings and then forwards it to CALLUP Mach's IntelliGate.

USSD Callback – a Java-based applet is installed on the SIM card or alternatively, a smartphone application is installed on the handset. This applet/application will interact with the call control function of the handset and will send a USSD string to CALLUP Mach's IntelliGate™ Platform whenever the subscriber initiates a call.

Both solutions can be implemented over INAP or SIP.

BENEFITS

- Instantly increases roaming potential to all roaming partners
- Immediate Prepaid roaming creates new revenue streams
- Complements Operator's existing CAMEL agreements
- Seamless user-experience results in increased ARPU
- No USSD codes to remember

For more information please visit us on the web at www.callup.net or contact us via e-mail: info@callup.net

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