

IPgallery's Wi-Fi based communication solution for converging networks



"In today's competitive landscape, the fixed-line operators are undergoing a radical change. To remain competitive and profitable, fixed-line operators must evolve from their existing TDM networks to Voice over IP (VoIP), protect their revenue streams, bring new and innovative services to market, and do all this while lowering their network operating cost"

Executive Summary

In today's competitive landscape, the fixed-line operators are undergoing a radical change. To remain competitive and profitable, fixed-line operators must evolve from their existing TDM networks to Voice over IP (VoIP), protect their revenue streams, bring new and innovative services to market, and do all this while lowering their network operating cost.

IPgallery's has developed a set of tools that allow fixed-line operators to bring that innovative service, that is both appealing to existing and new customers, as well as lowering network OpEX. IPgallery's innovative solutions enable a phased approach for the wireline carrier that not only addresses the financial requirements, but also enables that provider to create innovative new services now and into the future.



Mobile-accustomed consumers

Mobile phones phenomenal penetration worldwide, exceeding even 100% in some countries, has changed even the basic behavior for consumers, as even indoors, and inside homes - where fixed phone used to be the default device - consumers are now tending to keep using the mobile phones. Even despite mobile phone rates being significantly higher than fixed lines. This is due to the ease of use, the address-book, of handiness, that is catered by mobile phones.

This obviously results in decrease use of fixed lines, as well as loss of new subscribers for the fixed operators. In light of this, the fixed line operators have to find innovation solutions that will appeal to mobile-accustomed consumers.

Leveraging Wi-Fi coverage; interconnecting VOIP to TDM networks

IPgallery's HotZone converged platform enables the operator to benefit from the Wi-Fi technology, by delivering a VOIP based telephony services via the IP network. IPgallery's HotZone app for mobile phones is able to connect and authenticate the fixed line subscriber seamlessly from his mobile, and from now on, while on Wi-Fi coverage all calls will be utilizing the Wi-Fi network, instead of using the cellular network, resulting in a much lower cost to the subscriber. The interconnection to the TDM network, if required, will be done by the fixed line operator. The HotZone's server, located at the operator's network, is responsible for the authentication, and catering the advanced features while communicating with the mobile phone app.

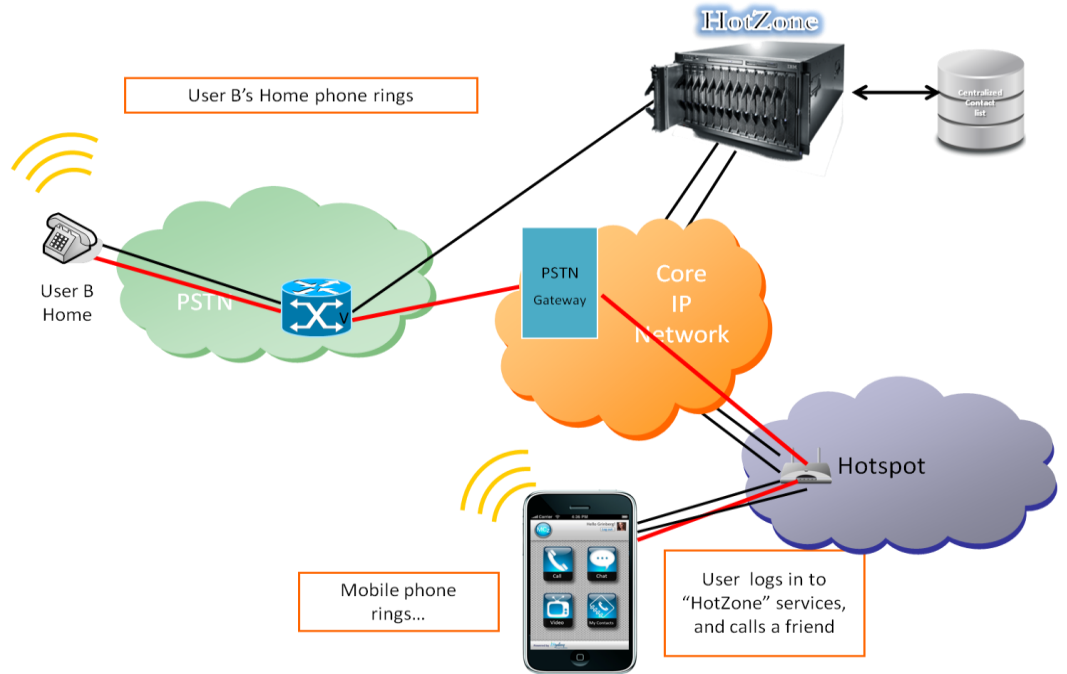
HotZone Offering:

- Utilizing WiFi hotspots coverage
- IP-based Voice calls & text solution
- Feature-rich communications within the service-provider IP and PSTN networks
- Low-cost wireless (WiFi) calls and text

IPgallery's converged platform

This service runs on IPgallery's MCZ converged platform – a carrier-grade delivery platform. The converged platform is based on a standardized Service Delivery Platform (SDP) – an open platform that delivers a robust, scalable and interoperable network layer, traditionally provided by IBM or Oracle. It acts as a NG-SCP in legacy SS7 environments and as an Application Server in IMS and NGN networks.

Expanding the legacy service-provider customer base, with feature-rich communications



iPgallery, a privately held US company, founded in 2000, is a leading global supplier of converged Legacy and Next Generation / IMS Value Added Services for mobile cross-platform Voice, Video, and Data communications.

Given IPgallery's vast know-how and understanding of the Telecom market and business goals, outstanding expertise and field proven technology, the company has a track record of Preferred Partner for worldwide quadruple play service providers, operators and system integrators.

Main features

- A truly universal convergence, blending legacy TDM networks, IP, Wi-Fi and social networks.
- Cloud based business phonebook/extension list, accessible from any device.
- One number service
- Low cost texting solution, running over IP network instead of legacy SMS
- Universal Messaging – chat with friends even when they online at Skype\Facebook\Gtalk etc.

Summary of Benefits for the Operator

- Strengthen the Service-Provider customer relationship with new services
- Attract other cellular subscribers, with innovative services
- Cutting edge innovative solution, allowing ease of use and better connectivity
- Increased revenues from new customer base
- Increase ARPU with centralized network-based services
- Reduced customer churn, improved customer loyalty and stickiness