

Intracom MIS Platform :

Advanced Telco-Grade Service Delivery Platform, allows Mobile Operators and ASPs to immediately deploy Mobile Internet and Location Based VAS in converging Wireless and Internet Networks.

Advantages

- ◆ Seamless platform and service integration with the Operators' cellular infrastructure.
- ◆ Various interfaces to network resources, interaction with Mobile Location Centers (MLC), Short Messaging Service Centers (SMSC), WAP Gateways, IVR systems, Telecommunication Network Management (TNM) systems, Customer Care & Billing (CC&B) systems.
- ◆ Scalable / High-Performance / Layered architecture system, operating in distinct Service Execution / Administration / Creation environments.
- ◆ Service Publish / Subscribe capabilities for service users.
- ◆ Low-to-Medium and High End system configuration.

Intracom MIS Platform is intended for :

Service Providers deploying Mobile Location Based Services through utilization of various Mobile Positioning Technologies, aiming to fill upcoming specific market needs.

Business Benefits

Service Provider

- ◆ Increase revenue through SMS communication, airtime charges, service subscription.
- ◆ Address the rapidly growing market for B2B and B2C oriented Mobile Location services.
- ◆ Maintain top customer service satisfaction.
- ◆ Enhance customer loyalty.
- ◆ Deploy services targeting specific customer groups.

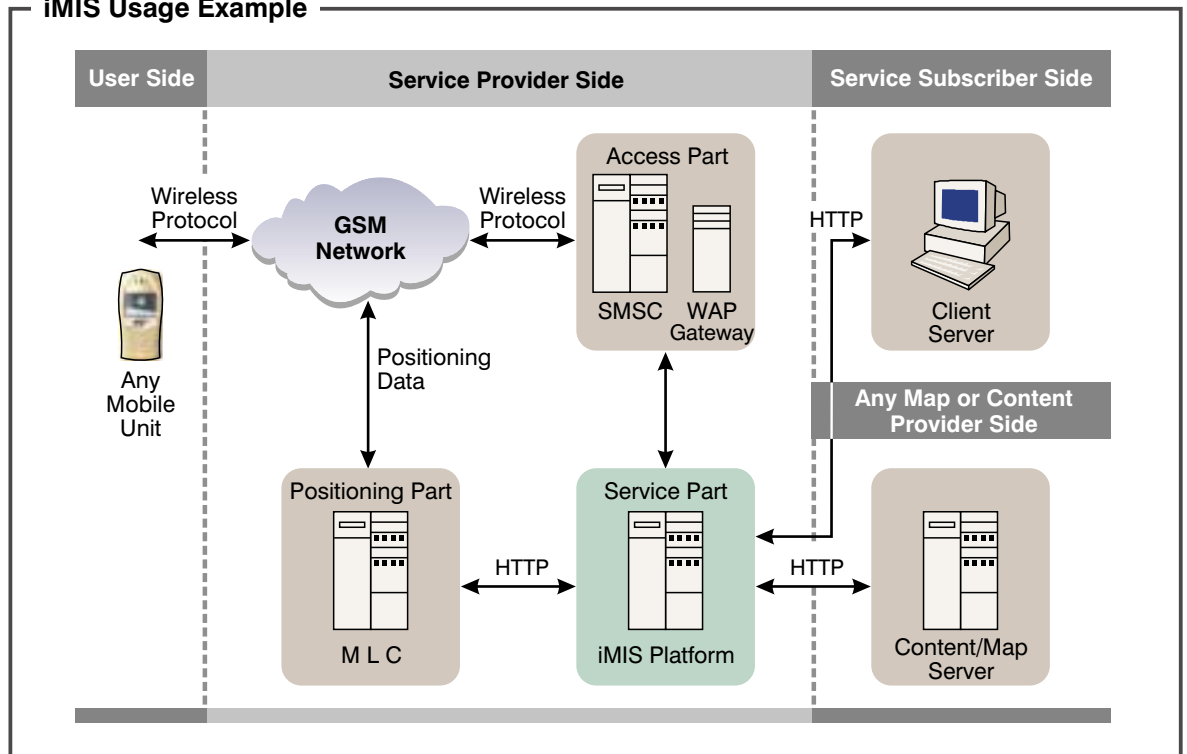
Service Subscriber

- ◆ Ability to subscribe to a variety of B2B and B2C services tailored to their needs.
- ◆ Ability to personalize services through user friendly environments.
- ◆ Ability to access services from various interfaces (WEB, WAP, SMS etc).
- ◆ Ability to easily access location sensitive information, receive location specific alerts, or receive notifications for specific events through preset day/time intervals.



iMIS Platform

iMIS Usage Example



iMIS

Intracom Mobile Internet Service Platform

System Main Features

- ◆ Service execution environment.
- ◆ Service administration environment.
- ◆ Service creation environment.
- ◆ Fault tolerant architecture.
- ◆ System redundancy.
- ◆ Maximum scalability.
- ◆ Optimal performance.
- ◆ Easily customizable, upgradable and maintainable.
- ◆ Platform and service central management.
- ◆ Cellular handset positioning through mobile location center interaction, deploying any positioning technology.
- ◆ VAS immediate deployment.

System Specific Features

Communication

- ◆ **SMS** (interface to any SMSC over Radiopad or X.25 supporting: UCP/EMI v2.0, CIMD v1.3, CIMD2, SMPP v3.4, SEMA SMS2000 OIS protocols).
- ◆ **WAP** (WAP-gateway interface).
- ◆ **HTTP** (internal/external interfaces).
- ◆ **FTP** (external billing interface).

Billing

- ◆ System traffic event monitoring.

- ◆ Customizable Service and Event Data Records (SDR, EDR).
- ◆ ASCII and ASN.1 billing reports.

Security

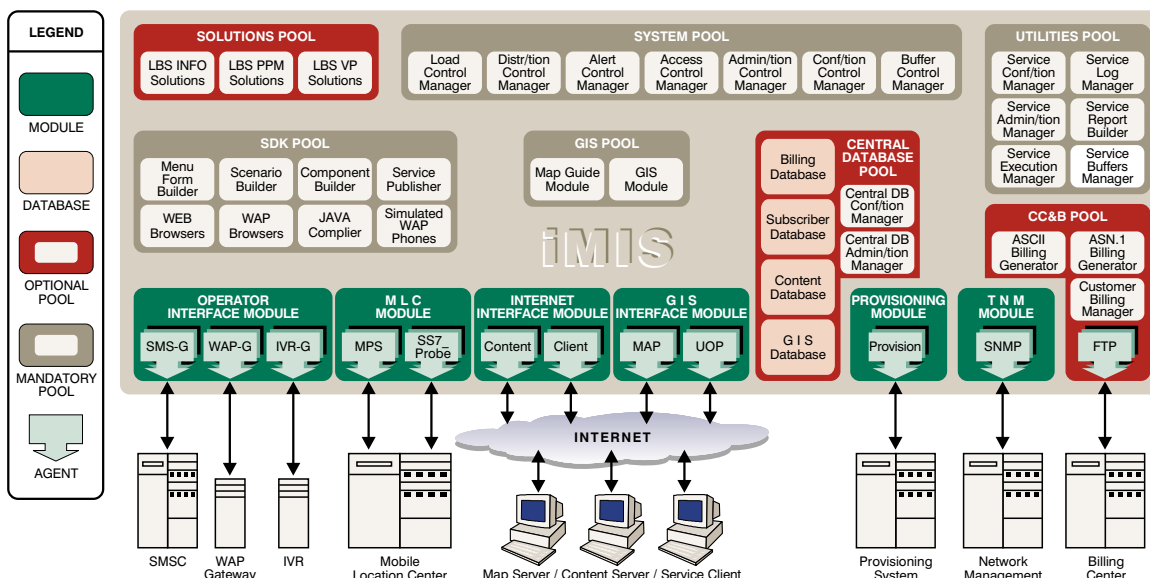
- ◆ User authentication.
- ◆ Service access authorization.
- ◆ MS positioning acceptance.
- ◆ Administration access tier levels.
- ◆ Data traffic encryption.
- ◆ Integrated firewall.

TNM

- ◆ Connects to any Network Management System and provides information via SNMP traps.

System Implementation

- ◆ Layered platform architecture.
- ◆ Layer modular design.
- ◆ Centralized service invocation control.
- ◆ Single point service access.
- ◆ Independent process distribution.
- ◆ Dynamic service request buffering.
- ◆ Subscriber profiles and service personalization.
- ◆ Clustered storage architecture.
- ◆ System operation logs.
- ◆ Roll over log functions.
- ◆ Event specific triggered alerts.



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INTRACOM

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