



Processing over **65 million** transactions per day
 IVRS / CRBT / SMS / USSD / SMP

PROVIDING END TO END MANAGED VAS SERVICES

WiFi Networks Private Limited, one of the leading Telecom VAS company head quartered in Bangalore, India with a strong team of 220 industry trained professionals provides all end to end VAS platforms like 3G Video Gateway, Video IVRS, Video RBT, CRBT, IVRS, Bulk Dialers, SMSC, USSD Gateway + Browser, MCA, CBS, LBS and CMS. We also provide managed VAS services, Self service Customer care IVRS, Revenue enhancement solutions, Subscriber management platforms, Roaming, Signaling & Monitoring solutions, IN & Billing solutions and cell based Dynamic discounting solutions. Currently processing over 65 million transactions per day across all our operation and addressing more than 350+ million subscribers and growing in India, Sri Lanka, Middle East and Africa.

OUR CORE STRENGTHS

- Working closely with the operator's VAS team with clear focus on revenue
- Flexible business models- Revenue share, Pay per use, Capex , Monthly rentals
- Infrastructure deployment at individual locations, to carry out local initiatives
- A strong team of over 220 people
- An exclusive team to cater to creative requirements
- Development facilities at Hyderabad, Bangalore Colombo and operating hubs at Delhi, Dubai, Colombo, Uganda
- End to end Managed services model
- Local site engineers stationed at all circles for ease of operations
- Ability to localize and regionalize content to augment operations

PRODUCTS & SOLUTIONS



3G VIDEO GATEWAY

Video RBT, Video IVRS

WiFi Networks 3G Video gateway solution supports real-time video as well as voice and data traffic, thus giving the user a unique visual experience and the opportunity to watch, hear, play, interact, and participate in real time with various real-time interactive video-based applications. The wide range of interactive video services - include live or on demand video streams, participation in live programming, multiplayer on-line gaming, video voting, interactive video chat, dating, content sales and Video Customer care support.



IVASP PLATFORM

Managed VAS Services

In this fast growing market, operators and system integrators need to stay ahead of future demands to be in total control of new revenue streams. To catch the current and future waves of value added services, they need to develop and deploy new services quickly and cost effectively. WiFi Network's iVASP is the right choice to address this need. It's an End to end SDP for any VAS application, which is modular and scalable with in built SMSC, USSD Gateway+Browser, MMSC, IVRS, CRBT, WAP, CMS with necessary billing and customer care interface modules.

The solution allows the Operator to choose only the required modules on an "as needed" basis. The solution also scales incrementally, allowing SMS, WAP, USSD and VAS elements to be scaled independently of each other depending on their actual traffic levels. Extremely cost effective, the VAS messaging framework is tailored to specific operator's revenue and technical needs. Significant savings are made through its modular architecture, offering a wide range of services. The messaging portfolio may include, the complete VAS Platform, a full-fledged SMSC, USSD and MMSC. The operator can select any or all of these components, allowing complete freedom and the opportunity to upgrade the configuration at a later date



CRBT

Caller Ring back Tune Platforms

WiFi Network's Ring back Tone enables users to select a melody or record a short greeting that the caller will hear. This service works with any mobile terminal unlike ring tone services that need to be stored in specific mobile terminals. Specific melodies can be designated according to time of day, date, caller's number or caller's number group. A pre-recorded message can also be played as well. Subscribers have the option of gifting the Ring Back Tones to another subscriber.



IVRS

Portals, Dialers, Customer Care

WiFi Networks, IVRS portals offer innovative content and informative services and support third party applications through an application interface.

WiFi Network's bulk dialer service is an innovative new technology that provides the ability to broadcast thousands of pre-recorded messages a day to existing customers.

Our campaign manager GUI helps even the most non technical person to operate the platform allowing the individual to design call flows, manage campaigns and cull out MIS

Our flagship IVRS portfolio is now equipped with Intelligent priority routing application which allows our operator partners to answer customer calls according to the preset predefined priority, there by delivering apt customer service levels to the deserving customer. The priorities could be dynamic and varying depending on usage pattern, recharge pattern, frequency of calling, spend potential etc.

WiFi's In-dial platform has seen a very high degree of success in promoting a lot of self help options to the subscribers. At these times when cost of warm body calling is increasing this Indial platform comes in as a boon to the operator. This easily integrates with the existing data base of the operator with profiling ability to define what subscribers are eligible for depending on their individual usage, spend and need pattern. This platform has proven to have increased the customer satisfaction as the subscriber feels he is getting an offer which is most suited to him, as indicated by his usage and validated by the subscriber. With this platform competition is clueless about the offers provided to the subscribers.



SMSC, MMSC, USSD GATEWAY + BROWSER

WiFi Networks SMSC, enables operators to fulfill such demand offering them a highly available, stable, scalable and cost saving solution. It helps operators to obtain more benefits of their network allowing the processing of thousands of messages per second, supports interworking with other SMSC and applications using SMPP through flexible API

WiFi Networks MMSC can easily integrate into the operator network interfaces with existing components. grants MMS interoperability between MMS enabled handsets, as well as interoperability between different MMSCs, VAS applications, WAP Gateways and SMSCs.

It allows legacy subscribers to retrieve their MMS from a single unified mailbox, manage those messages, and store them in a personal storage area. For legacy support SMS notification is used.

Value-added services are now an essential element in the range of products offered by a mobile operator, promoting customer loyalty providing an important revenue stream in their own right. USSD can give almost all subscribers a WAP like service without having a WAP capable terminal. This gives good means of competition and short payback time for the service provider.

WiFi Networks USSD Gateway is ideal for network operators wishing to introduce USSD service their customers and those looking to extend existing capability. The system includes support for third party applications through a simple and secure API, ensuring that operators are best placed to harness the revenue possibilities of USSD without compromising on the integrity of the network.



CONTENT MANAGEMENT SYSTEM

WiFi Networks Content Management System is a robust and rich content delivery platform through all delivery modes like SMS, STK, USSD, MMS, WAP, WEB, IVR, CRBT, Video. Supporting all formats, with flexible third party application interface and supports DRM. Provides intensive detailed MIS formats, profiles the users and with inbuilt search engine and payment settlement gateway.



INTERACTIVE MEDIA

SMS2TV, MMS2TV, IVR2TV, VIDEO2TV

WiFi Networks is a pioneer in mobile interactive TV - providing advanced turnkey solutions for TV stations and TV production companies for adding interactivity elements between television programs and mobile phones. The mobile interactive TV portfolio includes voting and response services, SMS2TV, MMS2TV, IVR2TV, on-screen games and Video2TV.



SIGNALING & MONITORING SOLUTIONS

WiFi Networks signaling platform gives operators, integrators, VASPs and enterprises the ability to make networks more efficient and capable of deploying revenue-generating services faster.

It enables VoIP services terminate on SS7 networks, ensuring seamless mediation of services between next generation networks and the PSTN. It helps bridge the next-generation network and the SS7 network. It enables service providers to connect present and future applications to the SS7 legacy infrastructure.

WiFi Networks monitoring product is a real time, non intrusive signaling link monitoring device with advanced filtering options. It includes all the necessary equipment, protocol and analysis tools in one integrated solution. Users can monitor the signaling links, generate reports and take actions based on the collected information.



ROAMING SOLUTIONS

Welcome Roamer

WiFi Networks offers like Welcome Roamer and various VAS services for Roaming Subscribers.



IN & BILLING SOLUTIONS

WiFi Networks expertise and integration flexibility allows a dynamic and fast time to market, with personalized service solutions. Prepaid platforms, Electronic TopUP, Remittances, Micro Payments, GPRS Charging, among other solutions, enables operators to offer a wide variety of services, for postpaid and prepaid users, while reducing costs.

WiFi Networks architecture provides great flexibility and overall development and deployment of IN services at lower costs. IN applications are based on CAMEL for providing advanced services to subscribers within the operator's network as well as when roaming between networks. Nevertheless, the implementation of such services requires a simplified interface and protocol for external applications to interface with IN platforms. WiFi Networks IN Solutions are the perfect turnkey response for operators and service providers for providing IN Value Added Services.



MOBILE BANKING

Mobile EVD

WiFi Networks Mobile EVD is offered with inbuilt electronic airtime distribution and Mobile money module based on USSD and SMSC.



SUBSCRIBER MANAGEMENT PLATFORM

Network probe based, addressing Silent base and churn issues

In today's world retaining and managing a subscriber is more critical than acquiring them. Managing the life cycle of a subscriber becomes a easy reality through WiFi's SMP. This platform tracks the usage and movement of subscribers across various cell sites and coordinates with a back end data to intelligently give attractive marketing offers to the subscribers. This platform has proven to be a success recording an increase of over 8% increase in recharges across targeted eligible subscribers. This platform has also been a very effective in arresting churn as it intelligently tracks the last revenue generating event of subscribers and sends promotional offers accordingly. These offers are sent out only when the subscriber has created a location update on the systems through WiFi's co-relation application which sniffs the HSL/LSL links between the BSC and the MSC there by ensuring almost nil load on the switch resources.



DYNAMIC DISCOUNTING SOLUTION WITH CBS GATEWAY

WiFi Networks offers Dynamic Discounting solution with integrated Cell broadcasting Gateway for GSM operators to effectively offer dynamic discounts on real time basis based on traffic analysis in each cell site with predetermined tariffs, thereby leading to effective utilization of the Network and high degree of customer satisfaction



CLASS 5 SOFT SWITCH + SS7 ⇄ IP GATEWAYS + INTERNATIONAL CARRIER SOLUTIONS

WiFi networks offers an end to end solution that provides carrier grade international gateway solutions for Telecom Service providers .

Wi-Soft switch with all features of class 4/5 switches is offered with integrated billing module for wholesale termination and origination traffic and IP to SS7 and SS7 to IP gateways.

FEW OF OUR CLIENTS



TV Channels



SALES AND SUPPORT OFFICES :



CONTACT US



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