

# Smart Service Packs

Providing customer recruitment, retention & new revenue streams



Mobile messaging has been a runaway success, yet the basic service has changed little since its creation in the early 1990s.

Messaging volumes are predicted to double over the next 5 years while revenues on peer-to-peer fall. Now is the time for change, time to provide customers with Smart Services that are designed to meet their needs.

Innovative services from Telsis bring richness to mobile messaging and provide applications that will attract new customers, delight existing users and open up new revenue streams.

Telsis leads the way in delivering ultra-performance mobile services giving mobile operators the capacity for extreme-scale and continuous innovation.

# Introducing Smart Services

**Mobile messaging, especially SMS, has been an outstanding success and increasing volumes continue to beat all forecasts in the mobile market. In 2005 SMS was predicted to reach 2.3 trillion messages by 2010, in reality the actual figure was over 5 trillion.**

The latest prediction expects SMS to double, MMS to triple, with Instant Messaging and email also expected to grow strongly over the next 5 years. However, the anticipated revenues are expected to reduce or even fall in some messaging areas, leaving the mobile operator to deliver a lot more for less.

Telsis take a brighter view on future messaging revenues, seeing new opportunities for operators in this changing market. Key to this approach is the ability to attack new market segments by presenting new innovative, but easy to use 'Smart' services and give mobile users more choice when selecting a mobile network.

Services that can be delivered today and on existing infrastructure.

Services that are easy to deploy and easy to use.

Services that customers want now.

## Predictable Services

Due to the historic roots of the GSM design, an SMS sent to a user from a network that isn't their home network, gets passed directly to the destination handset without passing through the messaging centre. In addition to this if the intended recipient is roaming, the message doesn't even pass through their home network. The implication of this is highly significant to the design of any value added messaging services; it means that users would lose services normally available on their home network, often at the very moment when they might need them most. This has been a headache for every marketing group and service designer, and is one of the main reasons why the marketplace has struggled to innovate around the basic SMS service.

To provide predictable services, as any mobile operator knows they must, it is necessary to ensure that all messages reach their home network. To achieve this, Telsis invented 'Home Routing' so that consistent services can be created for all mobile users, anywhere in the world, even when roaming on another network.

## Unlocking Smart Messaging Services

Mobile operators can offer their customers services that directly meet their needs and desires; delivering messages where they want and how they want and protecting them and their families from messages they don't want.

Telsis Smart Services platform is a drop-in system that works alongside existing SMSCs and SMS Routing solutions, and provides operators the ability to give their customers full control of their incoming messages. For example, customers can decide for themselves whether they want to keep online copies of incoming messages, automatically copy messages to another handset, divert incoming messages to another handset or even block messages from numbers that they are concerned about.

## Fast and flexible reach to your market

Fast and flexible means Telsis Smart Services give you the power to pilot and trial new services before taking them to volume.

Most importantly customers are able to configure and control these services using intuitive and flexible input methods to ensure the successful adoption of all services.

**Telsis Smart Services help retain existing customers, acquire new ones and provide a means of increasing the value of messaging to reverse the decline in messaging revenues.**

# Smart Service Packs

Telsis Smart Service Packs are designed to meet three specific areas and can be tailored to meet the needs of the mass market or specific market segments.

Smart Services are applicable to business, retail, youth and other market sectors and can be tuned, combined or integrated with other elements of a mobile operator's online portal.



# Personalisation Pack

Telsis Personalisation Pack allows customers to control the way in which their messages are delivered and provide a means of response to them when they are unavailable.

# Out of Office / AutoReply

**For users to send an automated response when they are unable to answer their messages**

**Function:** Out of office / autoreply



Most email users will be familiar with Out of Office messages; this service provides the SMS equivalent. Users can specify how long they'll be away, or the date of their return, and can also provide customised content for the reply message that automatically responds to messages received during the specified away period.

## User Experience Touch Points

**Set-up** Send **AWAY UNTIL <date><message>** or **AWAY FOR <period><message>** to service number

**Help** When Out of Office is turned on people sending messages to you will receive an Out of Office reply whilst you will still receive their text messages.

To turn the service on, send  
AWAY UNTIL <date><reply>  
e.g. AWAY UNTIL 30 JUNE. Gone for the week!

Alternatively you can send  
AWAY FOR <period><reply>,  
e.g. AWAY FOR 3 days.

If you don't specify a reply a standard Out of Office is sent.

If you don't specify a date, service is turned on for 30 days. To turn off send AWAY OFF, for status send AWAY.

# SMS Copy to Phone

**For users who have more than one phone or want to share their messages**



Many customers have more than one handset – for example, one may be a large, powerful business phone and the other a smaller personal model for evening or weekend use. This service allows users with more than one phone to copy incoming messages to the other.

## User Experience Touch Points

**Set-up** Send **COPY TO <number>** to service number

**Help** You can have incoming messages copied to another handset  
To turn on send COPY TO <number>  
e.g. COPY TO 0770900987

To turn off, send COPY OFF  
To turn on again send COPY ON

For status send COPY

# SMS Divert to Phone

For users wishing to redirect SMS messages to another phone



When users have more than one handset, or know there will be a period of time when their handset will be unavailable, they may prefer to divert messages to another handset rather than re-reading copies of their messages they have already seen on their other phone.

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## User Experience Touch Points

**Set-up** Send **DIVERT TO <number>** to service number

**Help** You can have incoming messages diverted to another mobile number.  
To turn on, send **DIVERT TO <number>**  
e.g. **DIVERT TO 0770900987**

To turn off, send **DIVERT OFF**

To turn on again, send **DIVERT ON**

For status, send **DIVERT**

# Protection Pack

Cyber bullying and other forms of abuse via the internet or mobile phones are constantly in the news and yet the mobile industry has yet to provide a means of protecting their customers by preventing unwanted messages reaching their handset. Telsis Protection Services provide the means to stop these unwanted messages. Customers can choose whether they individually select numbers they wish to block using Blacklisting or select only those numbers that can access the handset using Whitelisting.

# Blacklisting

**For users who wish to block delivery of messages from specific mobile numbers**

**Function:** Blacklisting of selected numbers



Blacklisting enables users to stop receiving messages from specified mobile numbers.

As an anti-bullying measure, it provides the ability to block any numbers that might have been giving concern and prevent the user receiving unwanted text messages. The intended recipient will never know a message was sent.

## User Experience Touch Points

**Set-up** Send **BLACKLIST ADD** <number> to service number

**Help** You can stop messages from certain numbers reaching your mobile by blacklisting them.

To blacklist a number, send  
BLACKLIST ADD <number>  
e.g. BLACKLIST ADD 07700900001

To remove a number, send  
BLACKLIST REMOVE <number>  
or to clear all numbers, send  
BLACKLIST REMOVE ALL

To turn off, send BLACKLIST OFF  
To turn on again, send BLACKLIST ON  
For status, send BLACKLIST

# Whitelisting

**For users wishing to block all text messages except those from numbers they select themselves**



Whitelisting facilities enable users to only allow delivery of messages with specified mobile numbers.

As an anti-bullying measure, it allows the customer to control who they can receive messages from. With the Whitelisting service enabled, the user simply tells the service which numbers are allowed to send messages to the handset. Should a message be blocked the intended recipient will never know it was sent.

## User Experience Touch Points

**Set-up** Send **WHITELIST ADD <number>** to service number

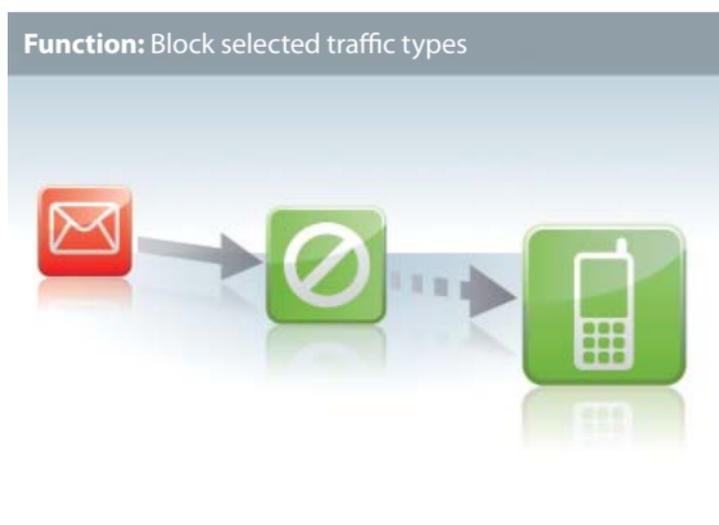
**Help** You can stop messages from reaching your mobile unless they are from numbers that you have whitelisted.  
To whitelist a number, send  
WHITELIST ADD <number>  
e.g. WHITELIST ADD 07700900002

To remove a number, send  
WHITELIST REMOVE <number>  
or to clear all numbers, send  
WHITELIST REMOVE ALL

To turn off, send WHITELIST OFF  
To turn on again, send WHITELIST ON  
For status, send WHITELIST

# Block

**For users who want to block messages where the mobile number is hidden, the address is alphanumeric or it is a Flash message**



Sometimes users may wish to configure a degree of privacy or basic protection. In these cases they can have the ability to block messages where the caller's number is hidden or is an alphanumeric address.

This service also allows users to block Flash messages.

## User Experience Touch Points

**Set-up** Send **BLOCK ALIAS** or **BLOCK FLASH** or **BLOCK SECRET** to service number

**Help** You can stop certain types of message reaching your phone. You can block Alias (from a name not a number), Flash and Secret messages.

To block a message type, send  
BLOCK ALIAS  
BLOCK FLASH  
or  
BLOCK SECRET

To stop blocking, send UNBLOCK <type>  
or UNBLOCK ALL

For status, send BLOCK

# Archiving Pack

Customers like to keep their messages.

Business users may find that a permanent record of their communications would be especially useful in Legal, Medical, Finance and sub-contracting type businesses. There may be a need to store messages for verification of information supplied, proof of paid-for service given to a client or for security and regulatory control purposes.

Customers also like to hold onto their personal memories and while modern mobile phones have the capacity to store a large number of messages, lose the phone, break the phone or more likely upgrade it to a new model and all the messages have gone.

The services in this pack are also handy for users who are going to be out of network coverage for a while as they'll still be able to get their messages by retrieving them online.

# Archive

A copy of every received message can be automatically stored in the network, in a personal archive

**Function:** Archive to storage



Every message the customer receives can be accessed via an online portal showing the SMS date, SMS sender's number and body text.

## User Experience Touch Points

**Set-up** Send **ARCHIVE ON** to service number

**Help** Messages you send and receive can be stored on the web.

To turn on, send ARCHIVE ON

To stop, send ARCHIVE OFF

For status, send ARCHIVE

# SMS Copy to Email

For users who want messages copied directly to an email account



Delivery to email has advantages in that it acts as a complement to web-based SMS archive for users who focus on their email systems and use them as the centre of their communications.

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## User Experience Touch Points

**Set-up** Send **EMAIL TO** <email> to service number

**Help** You can have incoming messages copied to an email address.  
To turn on, send EMAIL TO <email>  
e.g. EMAIL TO me@myhome.com

To turn off, send EMAIL OFF

To turn on again, send EMAIL ON

For status, send EMAIL

# SMS Divert to Email

For users wishing to redirect SMS messages to an email account



This is a variant of the service that copies messages to email. In this version the original message will not be sent to the phone.

## User Experience Touch Points

**Set-up** Send **DIVERT TO <email>** to service number

**Help** You can have incoming messages diverted to an email address.

To turn on, send **DIVERT TO <email>**  
e.g. **DIVERT TO me@myhome.com**

To turn off, send **DIVERT OFF**

To turn on again, send **DIVERT ON**

For status, send **DIVERT**

**Note** Divert can be applied to a phone number or an email address and the last divert setting will apply

# Telsis Smart Services Platform

**Ultra-reliable, next generation messaging for rapid new service delivery, slashing service introduction timescale from many months to many days. Empowering your marketing groups to seek new markets, innovate and grow new lines of business, cement existing revenues under commodity threat and grow your customer relationships.**

It is a complete plug-in solution that inter-operates with any existing messaging infrastructure, whether based on SMSCs or SMS routing.

Telsis Smart Services are designed to run on non-stop highly redundant server architecture to minimise the risk of service failure. Functionality is duplicated within every node, and every node manages and adjusts for single failures automatically. Telsis solutions provide full system performance, even under failure conditions.

From a network engineering and continuity perspective, the introduction of Telsis Smart Services into an existing network is non-disruptive.

From the mobile user's point of view, nothing could be simpler or more convenient. Customers can configure and control their services via SMS, using intuitive commands. The Smart Services platform has a unique ability to understand natural-language input, providing a powerful and flexible man-machine interface.

This flexibility also means that new services can be rapidly developed and deployed – so new marketing initiatives can be easily realised.

Telsis develops high impact services for voice, video and messaging platforms.

Telsis services provide Tier 1 wireline and mobile operators, OLOs and MVNOs the ability to differentiate by providing high performance carrier-grade platforms that unlock new revenue streams, raise customer loyalty and drive self-promotion.

Founded in 1987, Telsis has offices in the UK, Germany, Italy, Spain, Dubai, Singapore and Australia.

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