

Converged Calling Solutions

Fixed Mobile Convergence



SEAMLESSLY INTEGRATES FIXED-LINE AND MOBILE CALLING FOR USERS

Users are demanding solutions that bridge the gap between fixed-line and mobile communications. To stay competitive, service providers must explore ways to seamlessly integrate the mobile and fixed-line experience, letting users manage their communications where and how they want. uReach Technologies' Fixed Mobile Convergence solution does just that. Leveraging the power of our Converged Service

Framework (CSF), the uReach Technologies solution offers a highly differentiated calling service that can enhance triple and quadruple plays by allowing users to move calls freely between their fixed-line and mobile phones. The result is a converged communications experience that delivers a new level of control and mobility to the user. Our solution also integrates with all of our messaging products.

To stay competitive, service providers must explore ways to seamlessly integrate the mobile and fixed-line experience

- » Seamlessly Integrates Fixed-Line and Mobile Calling for Users
- » Transfer Whisper In-Call When SIP Clients Register
- » Presence-based Active Call Routing
- » Optional Integrated Call Screening
- » Phone, Web and Wireless Access
- » Enhanced Notification Options
- » Converged Messaging Ready

Driving Revenue Means Driving Differentiation

In the ever-crowded communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

Flexible Deployment Options To Supercharge Your Business Case

When it comes to launching new service offerings, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' ValueGrowSM - Value-Added Managed Services programs were designed with your business case in mind. This unique program offers service providers the ability to deploy our applications as managed services and transition them to licensed solutions at a later date. This flexibility helps speed new products to market while controlling costs and reducing risk. ValueGrow offers a seamless transition path from managed to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption.

Fixed Mobile Convergence

A Framework For Converged Services

uReach Technologies' Converged Services Framework (CSF) can be deployed uniformly and in scale across fixed-line, mobile and broadband networks. This comprehensive service delivery framework is designed to provide highly customizable, scalable solutions that can be deployed quickly and economically. The uReach solution, with its carrier-grade scalability and reliability, has been market proven with several of the world's largest carriers, and it currently services millions of customers globally.

Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

Key Fixed Mobile Convergence Features:

- » **Fixed-Line, Mobile and VoIP Integration**
Users can seamlessly transfer calls in real time between their fixed-line and mobile phones.
- » **Transfer Whisper In-Call**
Users are notified via whisper in-call when SIP clients register and are available for transfer.
- » **Presence-Aware Active Call Routing**
Call routing can be changed automatically based on fixed-line and mobile presence detection.
- » **Optional Integrated Call Screening**
Users can screen calls before they answer, to protect their privacy.
- » **Phone, Web and Wireless Access**
Users can access their accounts and administer their service from any device.
- » **Converged Messaging Ready**
Seamlessly integrates with uReach Technologies' converged messaging products.



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