



VAVOOMB™

VAVOOMB™ is the mobile carrier's answer to OTT providers and the trend for VoIP over mobile broadband.

VAVOOMB™ is the subscriber's answer to the poor call quality and the hassle of maintaining multiple identities that come with using VoIP.

With VAVOOMB™, mobile operators don't just provide mobile broadband – they take ownership of the entire VoIP value chain.

It's over the Over The Top.





VAVOOMB™

Converging Voice and VAS on Mobile Broadband

Key Operator Benefits

Increase ARPU and customer loyalty

VAVOOMB™ enables you to capture a broader set of revenues, ranging across voice, mobile broadband and new VoIP revenues. This wider range of service, which integrates across mobile voice, VoIP and VAS over broadband, creates stickiness in the service that will encourage loyalty and reduce churn across the customer base.

Leverage the concept of OTT services

Give subscribers all the benefits of VoIP with the added benefits of enhanced call quality, multiple device ringing and call transfer, and single user identity.

Increase revenues
Capture revenues from OTT providers and increase the size of your customer base.

Attract new subscribers

VAVOOMB™ offers a compelling set of features and benefits to the subscriber, thereby differentiating the operator's mobile broadband service. With targeted advertising, operators can bring more users onto mobile broadband and even find completely new subscribers.

Market Dynamics

Smartphones, Tablets and VoIP service providers are all having a significant impact on mobile operators' wireless broadband capabilities and core voice/messaging revenues. When mobile broadband first came on the market, operators welcomed the subscriber growth and increase in ARPU that came with the popularity of mobile broadband devices. However, this market is flattening, as mobile broadband dongles are effectively becoming a commodity.

More and more subscribers are embracing the convenience of smartphones, and tablet devices are beginning to permeate the market in the same way. People want more value for their money and are starting to use VoIP services such as Skype, Fring and Viber over mobile broadband to reduce their voice costs, especially for long distance international calls. However, they are also experiencing the drawbacks of VoIP: poor call quality, rapid use of smartphone battery life, and the added inconvenience of multiple identities.

Subscribers save money, operators forced to spend it

This increasing pressure on mobile broadband infrastructure requires constant expenditure on network upgrades from the mobile carriers. Data rates vary greatly between different providers; research reveals that a one minute VoIP call can consume between 0.2 - 1.5MB of data. This doesn't appear to be significant, but it becomes important as more and more people use VoIP call services over mobile broadband.

Jinny Software can help operators address this shift with an easy to use, single identity multi-device solution that allows operators to go beyond simply offering mobile broadband and instead adds the kind of value that will channel revenue, promote customer loyalty and increase brand perception.

Jinny Software allows operators to embrace VoIP and extend their service footprint to the PC screen, Tablet and Smartphone user base while leveraging core assets.



Key Features

Client-based applications

The VAVOOMB™ PC client is an Adobe AIR application that runs as an independent desktop application without the constraints of a browser. The Adobe AIR platform was chosen as it allows developers to create compelling, animated and richly expressive user interfaces that appear identical on Windows, Mac and Linux machines as well as providing support for iPhone, Google Android, RIM and Windows 7-based devices.

Customisable look and feel

Mobile operators will be able to provide the VAVOOMB™ clients with a layout and skin based on their own brand. Within that, subscribers can also choose from a range of different skins that reflect personal preferences, such as sports, music, design or popular retail brands.

VAVOOMB™ Feature Server

The VAVOOMB™ Feature Server consists of both application logic features and the VAVOOMB™ Management Portal. The Portal can extract

service usage data and support targeted advertising campaigns via a set of flexible reporting tools that provide multidimensional views of campaign results.

The server has been designed as a carrier-grade platform, deployed in a high-availability architecture with no single point of failure. Individual components within the platform are independently scalable and can be distributed to separate hardware.

Network Interfaces

The VAVOOMB™ Feature Server supports the standard SIP (signalling), RTP (voice) and DIAMETER (charging) interfaces which means it is fully compliant with existing GSM and CDMA network infrastructure. Voice and messaging traffic can be charged as normal with no changes required for the billing systems.

Key Subscriber Benefits

Single Identity for all services across all devices

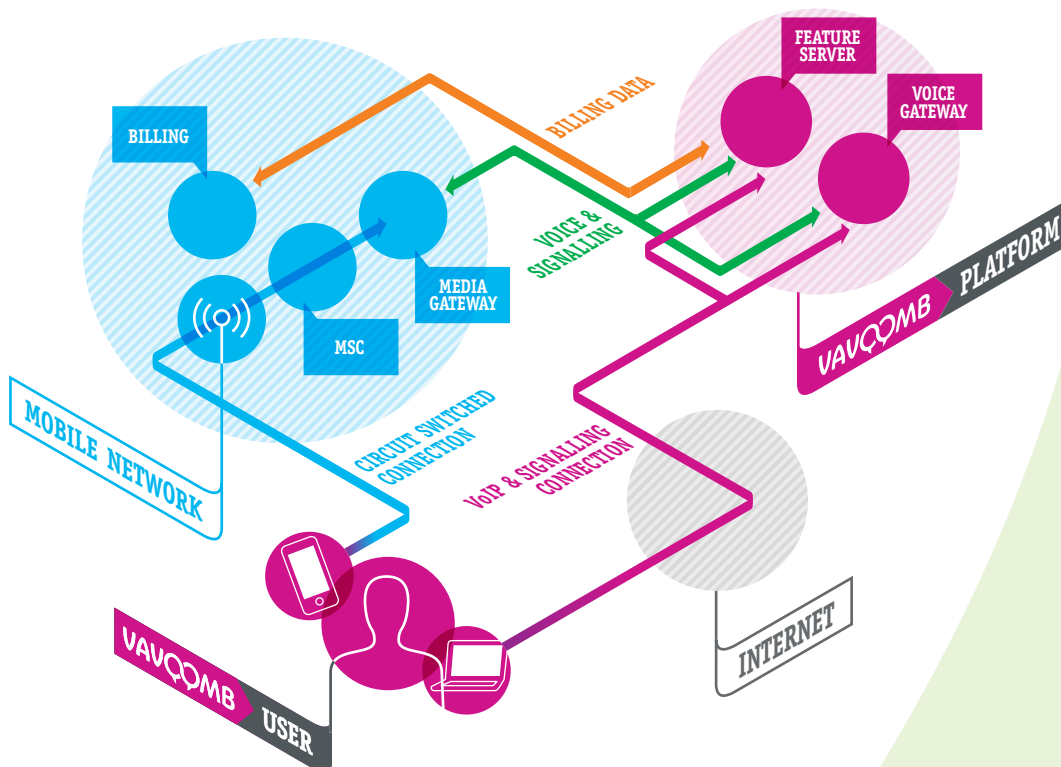
VAVOOMB™ enables the subscriber to use their own MSISDN for all services across all devices even when switching a call from the PC to the phone or vice versa. They can adopt new services seamlessly and without having to notify everyone in their address book of a new identity making life easy for themselves and their contacts.

Access to a wider variety of services

Mobile operators can offer a set of innovative 'sticky' services to subscribers built around the features of the Jinny Software solution – from a cloud based SMS & MMS store to advanced selection of personalised services – all linked to a single account balance.

Flexibility

The ability to move calls from handset to PC and vice-versa means that subscribers can decide whether to use their mobile broadband service, their fixed line broadband service or indeed any Wi-Fi offering at home or away at any time. The added benefit is better battery life on handsets!



“What we have done with Jinny Software is maintain our competitiveness and even grow”

Comfort Nyondo, VAS Team Leader,
Airtel Zambia

“Jinny Software will help us reach our goal of becoming a ‘one-stop shop’ for wireless carriers”

Bill Poellnitz, ClearSky President and CEO

VAVQOMB™

Voice and VAS over Mobile Broadband