

# Mirrored Subscription Service (MSS)



The Integrated Telecom Solutions' (ITS) Mirrored Subscription Service (MSS) makes it possible for a mobile operator to offer PrePay Service Subscriptions to in-bound roamers without the need for them to change their existing SIM cards. This service is beneficial to both business and private subscribers that travel outside their home network.

Enrollment in the service is convenient and hassle-free, and there is no need for the subscriber to call customer service to sign up. Once a subscriber is in a network that offers MSS they will be sent a Welcome SMS telling them how to sign up for the service and receive their local number.

## Features

### Easy and Convenient

Today's subscribers are highly mobile but the high cost of roaming charges discourages mobile phone use when travelling outside the subscriber's home network. Purchasing SIM cards for travel outside the home network is time consuming and impractical. MSS offers the perfect solution by providing subscribers the means to enjoy the benefits of the visited network without roaming charges. And all they have to do when roaming in a MSS network is to accept the invitation received via SMS to join the service.

### Subscriber Control - Operator Advantage

With the introduction of MSS, operators can provide roaming subscribers

basic PrePay services allowing roamers to make and receive calls as well as text messages. The MSS subscriber is always in control of what number they use, and they are not limited to using only the local number. Subscribers may send and receive calls using their home number in addition to taking advantage of the temporary local PrePay number to benefit from local tariffs. All of this is achieved without changing their mobile handset's SIM card, a great convenience that roamers will appreciate. Subscribers enjoy the benefits of local tariffs, which results in higher minutes of use. This in turn benefits operators by an increase in traffic which results in additional revenues.

- Parental Controls
- Corporate Controls
- Minutes Minder-Family
- Minutes Minder-Corporate
- Hybrid Subscribers
- GVPN-Small & Medium Business
- GVPN-Corporate
- Home Zone
- Office Zone
- Group Tariffs
- Pay4First
- Multi-Line
- Multi-SIM
- Data Minder
- Intelligent Number Translator
- Virtual Home Environment
- Route to Home
- Mirrored Subscription Service**
- IN Mediation
- Virtual Caller ID
- Notify When Present
- Wireless Caller Name



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# A Cost Effective Solution

## Subscriber Services

In addition to benefitting from a local number and local rates, subscribers may still be reached at their home number. Subscribers can also control which number to use for call origination and this number will appear to recipients as the incoming caller ID. With ITS' MSS solution, subscribers are not limited to originating and terminating calls only, support for USSD and SMS is also provided; and supplementary services such as voicemail and call forwarding can be made available by the operator to the MSS subscriber.

## Charging/Billing

MSS allows subscribers to keep their home number and at the same time originate and receive mobile calls at preferential rates using their MSS local PrePay number. Traffic to the home number is processed and rated according to the subscriber's existing account in their home network. While roaming in the MSS provider's network, calls to and from the local PrePay number are not charged in the subscriber's home network.

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## Benefits

- Provides a local PrePay number to visiting roamers without having to switch SIM cards
- Subscribers (roamers) can still receive calls on their home number
- Provides roaming subscribers lower costs for mobile usage
- Roamers will elect to originate calls from the local PrePay number, rather than a hotel phone
- Increase of revenue from roamers who normally abstain from making calls to avoid the high cost of roaming charges
- By providing a local number there will also be revenue from mobile terminated calls from fixed numbers, especially for those roamers who are longer term visitors

## Standards Compliance

- CAMEL Phases 2, 3 and 4
- INAP CS-1, CS-2
- GSM MAP protocol

