

VME MULTI-LINE (VME-ML)

VME Multi-Line Solution from Integrated Telecom Solutions (ITS) gives mobile subscribers the ability to use two or more Mobile numbers from a standard, single-SIM handset without the need to change or switch SIM cards, or turn the mobile handset on or off. Using VME Multi-Line solution a standard single SIM handset is represented as more than one mobile number, providing customers flexibility, efficiency, and convenience. In highly saturated markets, VME-ML gives mobile operators a valuable new service for subscribers which ultimately increases subscriptions revenue, and reduces churn.

FEATURES

Multiple Mobile Numbers – Single SIM

Mobile operators now have the ability to offer to their subscribers multiple line subscriptions on a standard single-SIM handset without the need to switch SIM cards or turn their mobile on or off. A mobile subscriber using a standard handset with a single SIM card, and one mobile number associated with it, can subscribe to the VME Multi-Line Solution and have their mobile handset be represented as multiple mobile telephone numbers.

Flexible and configurable CLI presentations

The VME-ML Solution uses the Caller ID function on mobile handsets to present which mobile number was called. The VME-ML Solution allows the subscriber to indicate which number or line is used for outgoing calls and text messages and provides the caller ID for the selected line per the prefix found during the outgoing call. Similarly when VME-ML Subscribers receive a call the Caller ID indicates which line or number the caller has called.

Incoming Call Handling

When receiving incoming calls subscribers are able

to identify which line or number was called.

VME-ML features support the adding of a prefix or suffix, both configurable, based upon the mobile number called by the Calling Party. For instance, *1+Calling Party Number to identify Line 1; *2+Calling Party Number to identify Line 2, and so on. The Calling Party is not aware of the prefix or suffix that is being automatically displayed – this knowledge only resides within the Multi-Line Solution. The second (or third) number is not registered in the HLR and the association of the second or third number to the handset (SIM and first mobile number) only exists within the Multi-Line Solution.

Outgoing Calls Handling - Flexible Charging Options

For outgoing calls subscribers have the ability to choose which outgoing line they wish to use for making the call. For example, the VME Multi-Line subscriber will use *1+Called Party Number to indicate that he wishes to use Line one or *2 + Called Party Number to indicate that he wishes to use Line two, and so on. In the absence of a prefix (*1 or *2) the default Line (for example Line 1) will be used by



the Multi-Line Solution. Billing or charging will be directed to the appropriate mobile number using a FurnishChargingInfo (FCI) or a SendChargingInfo (SCI) message to the VMSC or by sending call detail records (CDRs) to the billing system. As a result separate accounts may be tied to each mobile number. The VME-ML Subscriber is able to choose the payment type for each of their subscribed lines. For example, their primary line may be postpaid and the second line may be prepaid. Any combination of postpay and prepay is allowed.

Roaming Support

The VME-ML solution works wherever the subscriber is using their handset, even while roaming. Since incoming calls are triggered in the home network, roaming is supported using the VME-ML solution. The VME-ML is configured using standard CAMEL triggers. As a result outgoing calls while Roaming are supported where ever CAMEL Roaming agreements are in place.

SMS Send and Receive Support

VME-ML supports the sending and receiving of text messages for each of the subscribed mobile numbers.



BENEFITS

- Gives Operators service differentiation in saturated markets with an attractive solution for both consumers and business subscribers
- Increase ARPU by selling multiple line subscriptions on a single SIM/handset
- Decrease acquisition costs per new line
- Secure Internet browser based access for subscriber Self-Care
- Multi-Language Support
- Allows subscribers to have seamless access to mobile services while roaming on all lines associated to the SIM

STANDARDS COMPLIANCE

- GSM 09.02
- UMTS 29.002
- INAP/CS1
- CAMEL - Phases 1, 2, 3 and 4



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