

telenity

Canvas<sup>®</sup> SmartConnect<sup>™</sup>  
Personalized Call Management Suite

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## CanVAS® SmartConnect™

Revenue from traditional voice services has stagnated and subscriber numbers have peaked, leaving operators to search for new revenue sources. Even with increasing use of innovative data and mobile entertainment services, voice traffic still accounts for a large portion of mobile operator revenues.

Personalized call management and call completion services can be effective in terms of providing new revenues sources for operators. Canvas® SmartConnect™, Personalized Call Management Suite helps wireless operators increase their network usage and voice traffic, and stimulate new revenue generating calls that would not have been possible otherwise.

Canvas® SmartConnect™ is available both as part of the Canvas® VAS Consolidation Platform™ as well as a standalone solution. It provides a rich suite of personalized call management and completion services that are efficient and easy-to-use for subscribers.

Canvas® SmartConnect™ is the right solution for wireless operators to increase revenue, raise ARPU and lower churn. Built on open-standards, canvas SmartConnect is a flexible and scalable service. It ensures service continuity while at the same time building up customer loyalty, resulting in reduced churn.



# Benefits

**Increases call completion rates in the network** with the ability to complete a call even though called party is not available.

**Increases revenues** by maximizing profits from non-billable voice traffic.

**Call forwarding** to the service on no answer/Unconditional/Out of coverage conditions.

**Call routing** to the operator's existing missed call, voicemail, videomail services via the use of Intelligent Network practices.

**Advertisement support** with Canvas VoiceMail and Missed Call Notification service

- Canvas VoiceMail for callers to leave a voice message - Optional
- Visual VoiceMail
- Voice Mail to MMS delivery
- Voice SMS

CAPEX and OPEX (Revenue Sharing, Managed Service) business/ownership models.



# Product Overview

In its basic package, Canvas® SmartConnect™ service provides several flexible and simple to use features for callers and called parties. It's most important component is the IN based call routing functionality. This node can be integrated into the operators' existing Voice Mail and Missed Call Notification systems or Telenity can optionally provide these services to complete the solution package where needed.

## Feature Summary

The basic package of Canvas® SmartConnect™ includes the following features (those specified are optional):

### **Canvas® SmartConnect™ Call Router**

Allows incoming call management between missed call notification and voice messaging services such as VoiceMail, Temporary VoiceMail and VideoMail.

### **Canvas® SmartAlert™, Missed Call Notification Service (Optional)**

Allows users to never miss a call by notifying them of every call even if a voice message is not left. Some of key features of Canvas® SmartAlert™ are:

- SMS notification for every missed call
- Configurable message format and validity period
- Optimized SMS delivery
- Notify Me option
- Black List option

### **Canvas® VoiceMail™ Service (Optional)**

Allows callers to leave a voice message if the called party is not available. Some of the features of Canvas VoiceMail are:

- Easy-to-use and friendly user interfaces
- Flexible voice message menu approach
- SMS and outdial option for message notification
- Voice message management
- Rich personal setting options

### **Canvas® Temporary VoiceMail Box (Optional)**

Canvas® SmartConnect™ provides a temporary voicemail box for users that do not have permanent voicemail boxes. The service creates a temporary voicemail box for the caller to leave a message. Option to deliver the voice message to called party's handset instead of waiting in a subscriber's VoiceMail box to be retrieved. Canvas® Temporary VoiceMail Box is a subset of the voicemail and it provides the following key functionality:

- Message deposit/retrieval and management
- Short message storage durations
- Maximum message limit per mailbox
- Automatic message deletion after retrieval
- Message delivery via
  - SMS notification
  - Out-dial
  - MMS

# Product Overview

## **Canvas® VideoMail™ (Optional):**

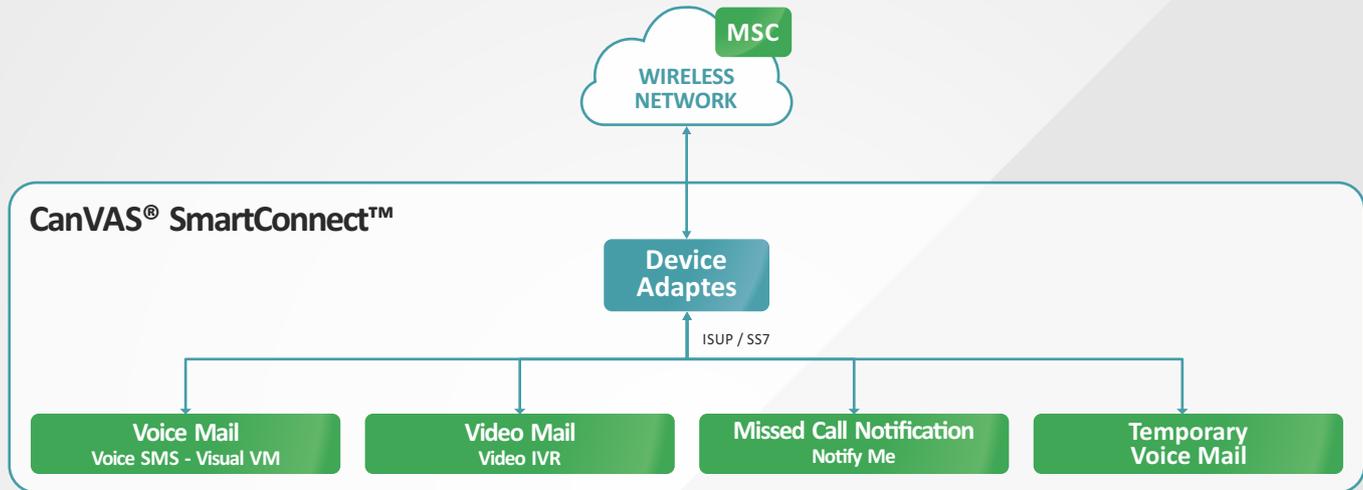
Provides users to receive and send 3G video messages to other subscribers. Callers enjoy the flexibility of leaving a visual message and subscribers have the comfort of knowing that they will never miss a video call. Some of the features of Canvas® VideoMail™ service are:

- Interactive Video Portal for message deposit and delivery
- Optional Web interface to retrieve VideoMail
- Video mailbox management features
- Customized video greeting option
- Rich personal setting options

## **Common feature set includes:**

- Centralized OA&M features, out-of-the-box reports, troubleshooting
- Modular and scalable architecture with built-in redundancy/high-availability
- Fully virtualized and NFV enabled deployment options
- Support for different deployment models (on-premises, cloud-based, hybrid)

# Architecture



## Interfaces

- INAP, SS7 ISUP, SIGTRAN, SIP
- SMPP, UCP for SMSC
- MM7 for MMSC
- WEB, IVR, SMS, IVP interfaces for subscribers
- SNMP

## Core Technologies

- Java SE/EE, JDBC, JMX
- Web Services, REST, XML

## Operating Environment

- Red Hat Enterprise Linux, CentOS, Oracle Solaris
- Vmware, KVM, XenServer



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