

A close-up photograph of a dandelion seed head, showing the intricate structure of the seeds and their long, feathery pappus. The image is split diagonally from the bottom right corner, with the top-left portion being a light grey and the bottom-right portion being a dark grey/black. The dandelion is positioned on the left side, with its seeds blowing away towards the right.

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Canvas<sup>®</sup> USSD Service Center<sup>™</sup>

Interactive Services for a Mobile World

# Canvas® USSD™ Service Center

Canvas® USSD™ Service Center wireless operators to offer rapid and secure interactive communications through the Unstructured Supplementary Service Data (USSD) capability of the GSM networks. wireless operators and enterprises with capabilities to address today's exploding mobile services demand by establishing a centralized service facility to provide subscribers with interactive browsing capabilities.

Canvas® USSD™ Service Center an integral part of the Canvas Messaging portfolio. It comprises a next-generation, flexible USSD gateway and browser for service providers, MVNO's and wireless operators to offer USSD-based applications and services to both prepaid and postpaid mobile subscribers.

Canvas® USSD™ Service Center a network interface to send and receive USSD messages while maintaining application/service connectivity through the industry standard SMPP protocol. Through its intuitive service creation facilities, Canvas® USSD™Service Center also provides operators a graphical user interface to design and launch menu-based services.



# Benefits

## **Ease of Subscriber Use**

Subscribers can easily initiate USSD-based services through a short code that is entered directly from the handset. USSD applications or services navigate sessions which requires responses and Canvas USSD Service Center makes the interaction as simple as a few key strokes.

## **Interactive Communication**

Messages exchanged between the subscriber and the application use the same signaling dialogue in the same interaction. Subscribers can be offered interactive services with minimal delay between messages.

## **Speed of Messaging**

Message transfer between the subscriber and the application within a dialogue is end to end with no intermediate storage or delays due to set up of signaling links.

## **Roaming Support**

USSD Service Center provides seamless and transparent roaming support where USSD commands are routed back to the home mobile network's Home Location Register (HLR). USSD services work just as well and in exactly the same way when users are roaming. USSD is the most affordable medium to reach subscribers anytime, anywhere.

## **Wide Terminal Support**

USSD works on nearly all-existing GSM mobile phones.



# Product Overview

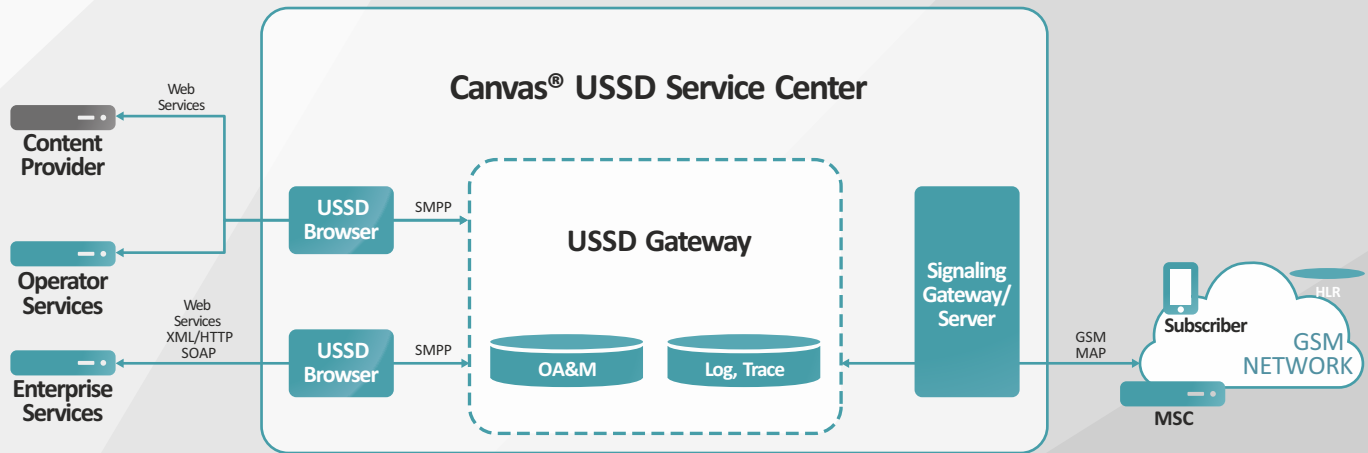
Canvas USSD Service Center, which consists of USSD Gateway and USSD Browser components, provides simple and quick access to any operator and enterprise service through a simple short code that can be dialed on the handset (e.g. \*100#). Once dialed, the operator can quickly initiate a service session through the Canvas USSD Service Center, and provide the subscribers with rich and easy to use menu based operator and enterprise services. USSD services range from simple operator settings to triggering complex value added services, top-up menus and billing related items.

Through the Canvas USSD Service Center, the operator can provide bi-directional communication services such as chatting, information services such as news, weather, traffic reports and location services, entertainment services such as games and televoting. USSD services also provide mobile banking and customer self-care experience for balance inquiry, money transfer, bill payment and top-ups, peer-to-peer credit transfer/recharge, as well as, a facility to manage individual rate plans.

## Feature Summary

- SMSC and MMSC interworking
- USSD Menu Creation and Browsing Support
- Easy to route messages to applications by configurable service codes
- Support for multiple applications, communicates with different number of services
- Session-oriented USSD Gateway functionality
- SMPP Interface for applications and services
- Enterprise services (e.g. Banking, e-Government, Transportation, Healthcare) support with USSD Enterprise feature set
- USSD Simulator Tool
- SMPP Interface for applications and services
- SMSC and MMSC interworking
- Subscriber Portal and Database
- Advanced USSD Menu Creation and Browsing Support
- SLA and QoS configuration support
  - 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



Canvas USSD Service Center can work with any SMSC and other VAS application platforms through industry standards as well as established vendor-specific interconnection standards. USSD can be used as a trigger for value-added services; the requested information can be received in the form of an SMS, an MMS, or even an IVR session triggered by the USSD request.

## Interfaces

- GSM Phase I, II and III USSD service support
- SS7/MAP and SIGTRAN Network Interface
- SMPP support
- 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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