

Prepaid Wireless

Making It Possible.



Oryx

Prepaid Wireless Opens a Multitude of Global Opportunities ... Present and Future

Thanks to prepaid wireless, the concept of a global village is becoming reality. Prepaid wireless has brought advanced communications to some of the world's most populous and remote markets by solving previously insurmountable infrastructure and geographic challenges and by redefining services to meet minimum subscriber credit requirements. Several countries now report as much as 65 percent of all activations being prepaid. And many regions — that only 10 years ago were practically overlooked by the communications industry — are now thriving markets, all because of prepaid wireless.

Prepaid wireless is a catalyst for current and future market growth. It enables carriers to increase revenue, attract new subscribers, and optimize customer loyalty while minimizing operations costs. Prepaid wireless also allows providers to market existing services to new categories of customers

and is the gateway to a breadth of other profitable service offerings, including data services that can be integrated with a carrier's existing capabilities and quickly introduced to market.

ORYX[®] has played a major role in the global prepaid wireless revolution. Millions of prepaid wireless subscribers are now supported on ORYX platforms throughout the world, and many of the world's most innovative carriers rely on ORYX to help them develop and implement prepaid wireless services with speed and flexibility. These carriers depend on ORYX to minimize upfront costs, limit financial risk, and offer scalability to meet future market opportunities.

Is it the Network ... or the Offering?

Prepaid wireless holds great promise because it is a "win-win" technology. For subscribers, it affords access to a vast array of services from which they can select only what they need and pay only for what they use. For providers, prepaid wireless is a multifaceted marketing opportunity that requires less maintenance and is ideal for capturing customer information.

The issue for providers competing in a quickly evolving, dynamic market isn't whether or not to have comprehensive prepaid wireless capabilities, it's *how* to get there. Whether you are an established service provider or a service provider just beginning to explore the prepaid wireless market, you need a cost-effective solution to complement your wireless network.



Implementing leading-edge prepaid wireless services does not require heavy investment in infrastructure. In fact, time-to-market scenarios are reduced, upfront expenditures limited, and critical network topology issues are addressed cost-effectively with the ORYX platform. It is an SS7-compatible solution that provides performance with flexibility and expandability.

ORYX Makes Prepaid Wireless Possible

ORYX is the solution of choice for prepaid wireless applications because it was specifically designed for Intelligent Networks. Its architecture allows seamless network integration and its capabilities include the industry's richest call performance features and most advanced "real-time" rating engine.

ORYX is designed with present market demands *and future opportunities* in mind. It's scalable. It's flexible. And implemented as a turnkey solution, it migrates to customer requirements as market factors and industry standards dictate.

As you analyze specific requirements and identify revenue opportunities, ORYX provides the mobility and technical depth necessary to capitalize on new services in new markets.

ORYX makes it possible for today's service providers to:

- *Target new prepaid wireless markets*
- *Market new enhanced services in existing markets*
- *Gain the competitive advantage of the industry's leading call rating engine*
- *Upgrade tracking, rating and reporting capabilities*
- *Lower operations costs*



Optimal Call Rating

Rating flexibility is crucial in any prepaid wireless environment, from both a marketing and operations standpoint. The better a rating engine's performance, the more plans and programs a provider can offer, and the more enabled it is to attract and grow business.

At the same time, rating performance is vital to tracking usage and utilization in a "real-time" environment. The rating engine is key to any provider's ability to profit from existing business as well.

ORYX is the best rating engine available today, including support for both geographic-based rating and event-based rating. It offers multiple rating options for individual subscribers based on a number of provider-determined variables, such as time of day, day of week, and holidays.

Moreover, ORYX provides a seamless interface with CRM platforms for optimal customer care and support. Highly precise call detail records (CDRs) provided for every call and transaction in the system yield information that can be used to build short- and long-term operations and sales strategies.

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Ability to Support Multiple Applications ... Now and in the Future

ORYX helps businesses grow. Working in partnership, Sema Priority Call improves network architecture for the prepaid environment, and its ORYX platform can be configured anywhere in the world to meet specific market demands.

ORYX is able to support rating for data services as well as voice services. As demand for wireless Internet service explodes in coming years, companies using the ORYX platform will be positioned to meet the challenge with an in-house solution.

The same is true for other business and residential applications — such as unified communications, enhanced messaging, and conferencing. Any or all of these services are possible in the prepaid environment where providers have the ability to start with the basics and grow. And ORYX is designed to facilitate this growth within the parameters of your existing network.

Intelligent Engineering

Engineered to meet your needs, the ORYX platform utilizes the industry's most advanced programmable protocol tools to offer the best time-to-market advantage for SS7, R2, and IP variants. Deployed worldwide with every major MSC vendor, ORYX supports all major over-the-air interfaces, including GSM, TDMA, and CDMA, with ANSI and ITU SS7 networks. It's a proven performer engineered to integrate into your network today, and evolve with your business tomorrow.

To find out more about how ORYX prepaid wireless services can help you attract, retain, and service your subscribers, contact us today.

Our Platform, Our People, and Our Partnerships ... Making It Possible.

From Boston to Beijing and everywhere in between, our ORYX platform, experienced people, and strategic business partnerships make it possible for service providers to be the premier carrier in their marketplace. Sema Priority Call develops and markets communications applications for next generation networks under the trade name ORYX. By choosing the world class ORYX platform as the foundation for their enhanced services, telephony and IP providers around the globe can offer industry-leading applications including prepaid wireless, unified communications, enhanced messaging, and prepaid and postpaid enhanced calling ... all from a single platform.

With more than 300 ORYX platforms installed in 30 countries across six continents, Sema Priority Call has the global experience and telecom expertise to help communications service providers successfully develop, deploy, and market services. Our business partnerships are focused on maximizing success and helping market new services quickly and effectively. It extends from pre-sales engineering to ORYX training and implementation, professional services and consulting, and ongoing 7x24 customer support and marketing services. Local sales and services support and customized on-site training courses are also available.

By developing innovative ORYX solutions to meet the evolving business needs of communications providers around the world, Sema Priority Call remains committed to "Making It Possible" for our customers. Contact us today to find out how ORYX can empower your business.



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Sema Priority Call is a Sema company operating within the telecoms business unit. Sema Telecoms provides market-leading products, consulting, system integration, and outsourcing for global communications service providers, supporting over 120 million subscribers at 350 customer sites worldwide. Sema plc is a global IT and business service leader with over 22,000 employees in 160 locations worldwide.