Wavenet uVAS (Unified Value Added Services)

Value Added Services for CSPs incorporating advanced visualisation and integration capability

Communication Service Providers today are increasingly using software consolidation and service orchestration capabilities to generate additional revenue and deliver on high-efficiency business operation models. Wavenet's value added software solutions goes beyond just simple VAS, to offer advanced voice messaging and media integration solutions, eradicating silos, unifying licenses, simplifying and automating operational tasks and facilitating complex integrations for telcos.

Wavenet's uVAS solution is a combination of two platforms; the voice and media unified media platform named 'Spark', and 'Prime', which is the unified messaging platform.

prime   spark

THE CSP VAS CHALLENGE

The use of single-purpose software and hardware

The practice of maintaining single-purpose hardware and software is a major concern for an operator, rising to poor distribution and utilisation of resources. Scaling up and outwards usually means significant investments in hardware and software.

Siloed nodes

point-to-point connections from solitary messaging modules to network elements implies a mesh of connections which is difficult to manage.

Individual licenses

Software licenses that are usually tightly coupled to modules are not optimized for usage since some licenses will remain fully utilized, whilst others are kept idling even though the module with the fully utilized licenses may be running at overcapacity and may again need additional licenses.
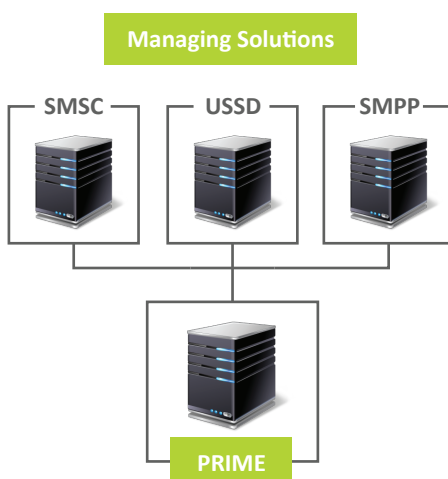
High operational cost

Siloed messaging modules also means the requirement for additional staff to maintain and monitor individual modules, contributing towards increased overhead cost. Additionally, each module is monitored in isolation with a limited view of the messaging system which leads to poor decision making.

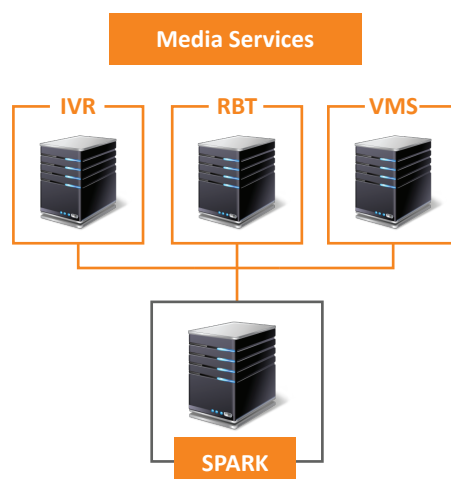## PLATFORM CONSOLIDATION

prime

Prime is a scalable, high-availability messaging platform offered to CSPs and mobile operators, with capabilities in managing multiple messaging modes such as SMS, MMS & USSD.

Managing Solutions

SMSC   USSD   SMPP

PRIME

spark

Spark enables CSPs to offer their clients, a superior customer experiences when delivering IVR, RBT (Ring back tine), VMS (voice mail service)

Media Services

IVR   RBT   VMS

SPARK

- ⊕ Centralised platform for all Telco messaging and media service needs.
- ⊕ Simplified integrations to network elements.
- ⊕ Shared licensing across services.
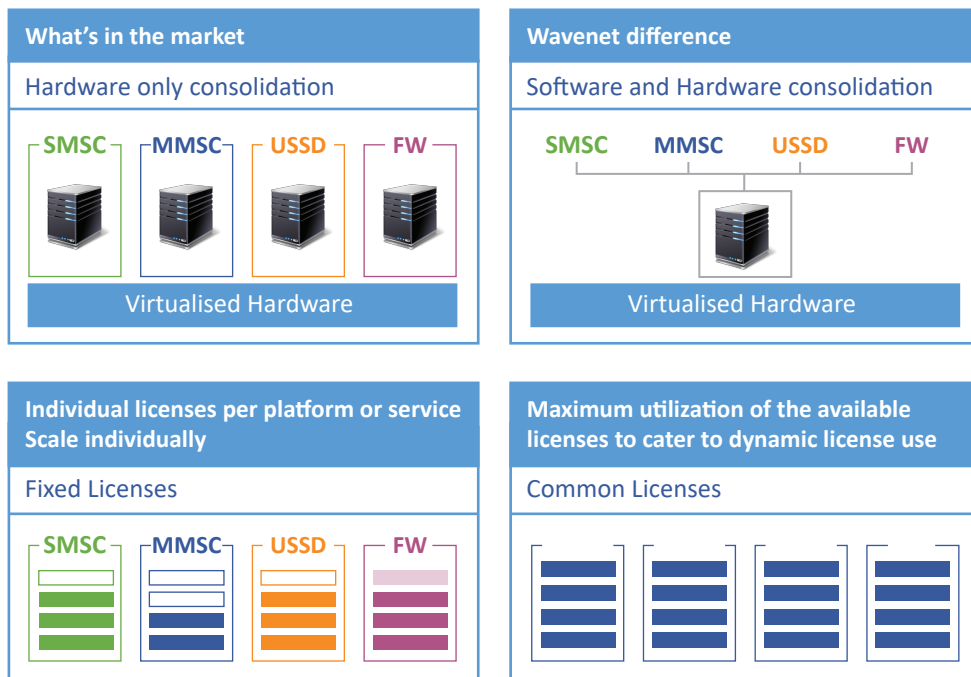- ⊕ Clustered architecture for resilience and high availability.

- ⊕ Single GUI for simplified management, monitoring and configuration.
- ⊕ Consolidated platform allows optimised resource utilisation and load handling.
- ⊕ Single authentication (CAM), charging (CCG) and reporting modules(CRS).

WHAT MAKES WAVENET uVAS UNIQUE?

What's in the market	**Wavenet difference**
Hardware only consolidation	Software and Hardware consolidation
SMSC MMSC USSD FW	SMSC MMSC USSD FW
Virtualised Hardware	Virtualised Hardware

Individual licenses per platform or service Scale individually	**Maximum utilization of the available licenses to cater to dynamic license use**
Fixed Licenses	Common Licenses
SMSC MMSC USSD FW	

+ The consolidated platform built on Open standards, allows for simplified integrations with existing and new network elements.

+ A common license that can be dynamically applied to any of the services in use.

+ Optimised utilisation and management of multiple resources.

+ Single GUI for efficient management of all services and monitoring of overall system.

+ Greater savings afforded by lowered expenditure.

+ End-to-end data capture for richer and insightful reports and better decision making.

Wavenet uVAS offers the following key benefits to Operators with complex messaging needs

+ A consolidated platform to drive down Total Cost of Ownership (TCO).

+ Easily adjusts to messaging and media requirements to match evolving core network needs to operator's business needs.

+ Unified license helps drive down daily operational costs.

+ Optimum load balancing capability for smoother operations.

+ Delivers scalability through its advanced feature flexibilities.