

Orga Systems.

#1 choice for real-time charging and billing



USSD Call Back
Least Cost Roaming

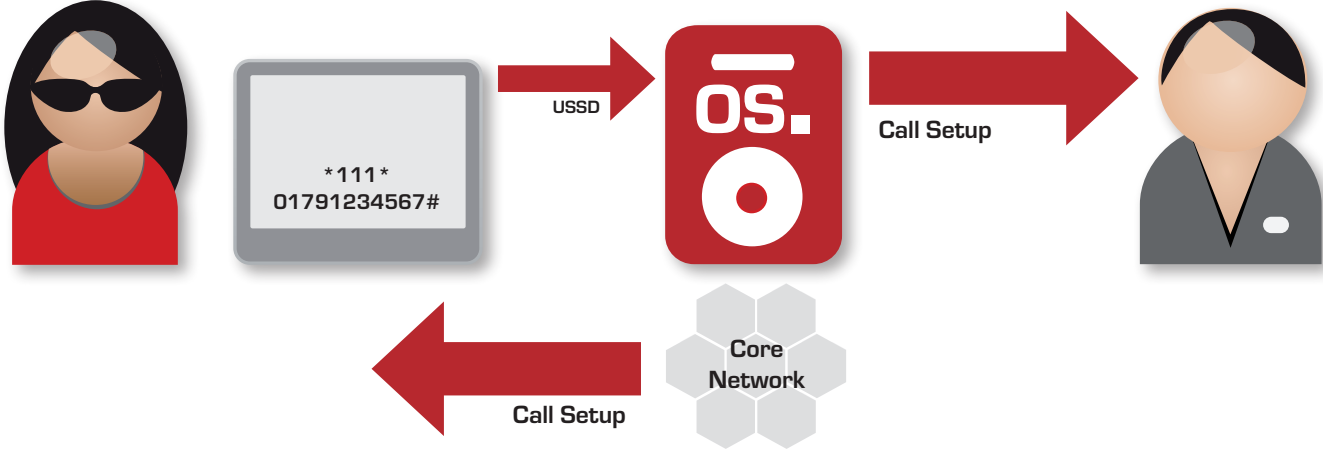
Orga Systems' Call Back enables operators to offer their customers lower roaming rates than ever before.

USSD Call Back allows subscribers to initiate phone calls when roaming. It provides a cost efficient solution that reduces interconnect fees for outbound roamers and enables mobile services even for prepaid customers without being exposed to revenue leakage. The service includes a USSD gateway as well as its own call control unit for call setup and management.

— The Challenge

The increasing pressure on the market and the high inbound roaming charges from foreign networks force operators to search for innovative solutions. International regulations and harsh competition are quickly eroding margins, which is why operators must branch out and come up with ingenious alternatives to save costs and counter such negative developments.

Furthermore, mobile network operators often face the difficult task of managing roaming CDRs that are not transferred correctly or charged accurately. This can cause significant revenue leakage, especially if the service is to allow prepaid subscribers to roam abroad.



— The Solution

Inbound roaming calls cause higher interconnect fees than outgoing international calls.

Orga Systems' USSD Call Back is located in the home network, but is able to establish international calls originating from the home network even when the initiating party is roaming abroad.

This solution allows roaming subscribers to initiate a phone call simply by sending a USSD request, including the second party's phone number that is

located in the home country. With Orga Systems' USSD Call Back solution, users will be able to establish calls immediately. At the same time, the interconnect fees for international outgoing traffic are greatly reduced.

Since the platform is fully integrated with pre-existing billing systems, online service authorization is ensured and calls can be 'controlled' via the SCP at any time.

Your Benefits

- Simple, convenient and fast
- Reduces interconnect charges - calls are generated in the home network
- Enables roaming for all subscribers
- Reduces revenue leakage regardless of CAMEL support
- Permits the launch of attractive roaming rates



