

Orga Systems.

#1 choice for real-time charging and billing



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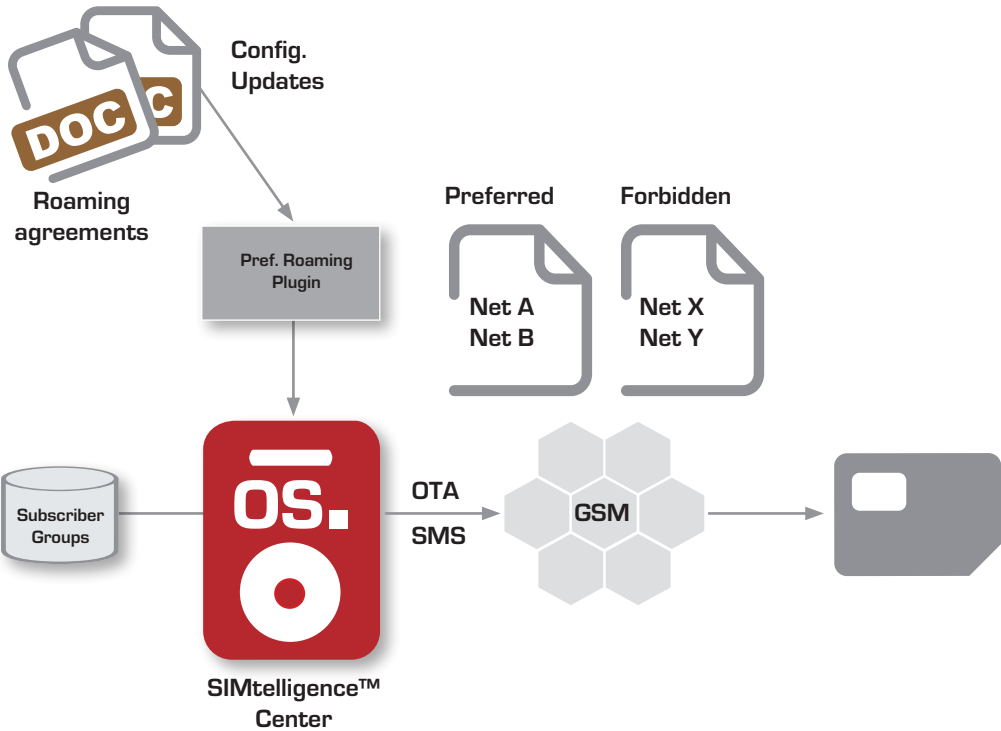
SIMtelligence™ Center
Preferred Roaming Solution

Orga Systems' SIMtelligence™ Center Preferred Roaming Solution Enables operators to manage roaming services individually for all your customer segments. The solution gives mobile network operators the power to remotely manage the PLMN list stored on a subscriber's SIM card.

Revenue generated from roaming calls counts for a significant percentage of an operator's income, this solution ensures that an operator is able to maximize this income whilst extending the best possible service to the roaming subscriber.

— The Challenge

- Maximize revenue from out-bound roamers
- Build temporary loyalties with in-bound roamers
- Concentrate roaming fees within a group of operators
- Negotiate more favorable roaming agreements
- Customer segmentation e.g. for high-value corporate customers (best service in roaming) or consumers (best price)



___ The Solution

- Convenient Java based GUI for administration of PLMNs and OPLMNs (USIM support)
- Network-controlled automated update service for roamers
- Applicable for ad-hoc or batch jobs
- Subscriber grouping
- Integrated OTA update
- Support for all Java (GSM03.48) and non-Java OTA enabled SIM cards

Your Benefits

Orga Systems provides an OTA outsourcing service to help operators balance the cost of system ownership against peak demands for OTA update traffic, such as might arise following re-negotiation of roaming partners. The OTA outsourcing service is tiered to provide maximum flexibility. All options are covered by a service bureau requiring minimum operator involvement for 'leasing' on ORGA Systems' SIMtelligence™ Center.

The Platform - SIMtelligence™ Center now with USIM support

SIMtelligence™ Center is Orga Systems' flagship OTA platform. A carrier grade service management and OTA update delivery platform built to be flexible and scalable. Wrapped around the SIMtelligence™ Center OTA update kernel are subscriber management databases, service plug-ins, customer care & billing APIs and business logic. Everything needed to turn OTA updates into revenue generating value added services.



