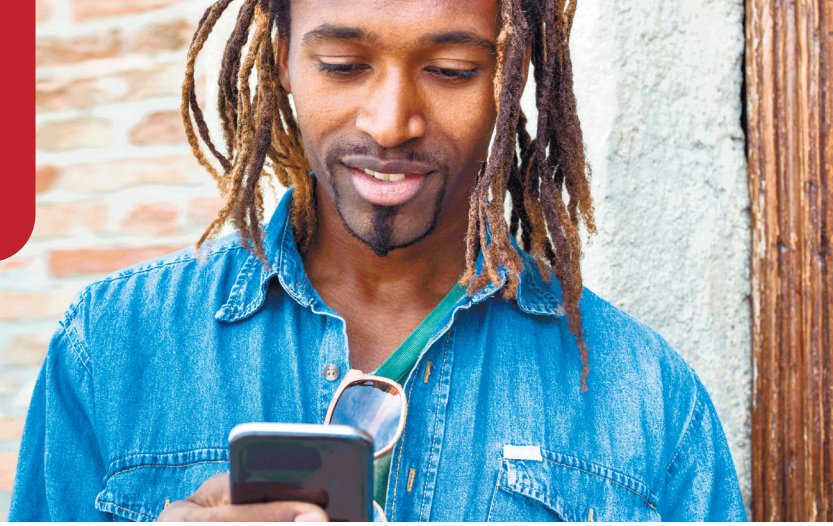# USSD
System VI

The veritable Swiss army knife for doing anything and everything USSD

Flexible

Scalable and Reliable

Future-Proof

Why USSD System VI?

USSD is still the primary channel that customers use to manage their mobile accounts and self-provision network services; and the channel that operators rely on most for self-care activities, such as call completion and airtime purchases.

Because it is such a vital part of the mobile network, you need a USSD system that is stable and reliable, flexible, and future-proof.

USSD System VI answers these needs in a system that is purposely built to provide carrier-grade reliability and availability. Furthermore, it is focused on providing modern USSD support for smartphones and making USSD a more effective marketing tool.

What is USSD System VI?

USSD System VI is not just a run of the mill USSD gateway system. Over and above the traditional USSD service application-routing it provides, it is a complete turnkey solution for doing anything and everything USSD.

On a single platform, it provides you, amongst other things, with a set of Swiss army-like tools for:

- Building , testing, and deploying USSD service apps on the platform rapidly in a graphical service creation environment.
- Providing a touch-driven smart device app—containing all existing USSD services in your network—to your iOS + Android smartphone and tablet-using subscribers.
- Performing advanced USSD service routing and barring.
- Billing subscribers to use USSD services with the network's billing system.

Key Benefits

- **Flexible**: The system enables rapid service creation and deployment on the platform, provides multiple subscriber interfaces, advanced service routing options, and enables service billing.
- **Scalable and Reliable**: The system provides robust carrier-grade throughput and availability, is fully redundant, and has an effective track record in multiple Tier-1 operators.
- **Future-Proof**: The system is purposefully engineered to scale to the most demanding operator needs, can run as a virtualised service, and provides USSD services to customers in a mobile USSD app.

Key Features

- Same-day service creation, handset-testing, and live service deployment
- Multiple subscriber service interfaces (smartphone app, interactive service menu, and single-shot transactions)
- Automatic service menu redirection to and from operator and WASP apps
- Carrier-grade stability and 99.999% availability
- Can be deployed on stand-alone servers or on virtual machines/private cloud

Monetising USSD

The ways in which you can exploit USSD and benefit subscribers, the network, and your business partners alike, are vast. The only limitations to its uses are the imaginations of those whose job it is to come up with ideas for exciting and differentiating services to keep subscribers engaged.

Here are just some of the ways that operators around the world are using USSD to provide Value Added Services to subscribers and at the same, generating healthy profits for their networks:

- Subscriber self-care (E.g., balance enquiries, data purchases, and network services provisioning and de-provisioning, such as voicemail and roaming)

- Mobile banking apps and mobile money services for subscribers in emerging markets who do not have bank accounts

- Advertising third-party products and services to generate network revenue

- Mobile education courses, quizzes, betting, voting, lotteries, and contests

- Providing retailers with location-based help, such as in-mall directions to shops and nearby automated teller machines

Because of its innumerable uses, USSD will remain a valuable part of the mobile network for many more years.

USSD System VI's Capabilities

Related Products

Pharos Avantgard has the following other products in its USSD catalogue:

USSDx
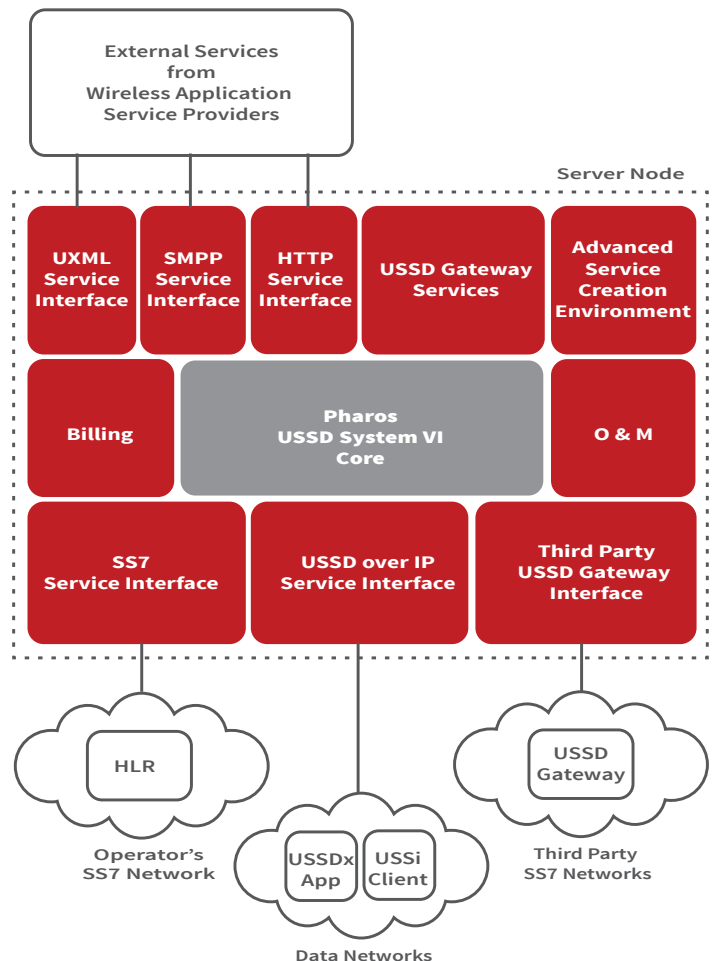The mobile USSD app for smartphones and tablets.

beEngaged
Turn every incoming USSD request into an opportunity to engage with your customers.

AdMan
The system that centralizes and manages advertisements for insertion into USSD interactions.

Please get in touch with us to find out more...

USSD System VI Architecture

South Africa Office
+27 (0)11 475 1022 *[8:00–17:00, GMT+2]*

info@pharos-corp.com
www.pharos-corp.com

Pharos Avantgard is a leading provider of applications to enterprise businesses, mobile internet, and telephony communication providers. Since 2000, South African-based *Pharos* has been creating innovative software products for doing business and performing banking; payments; customer self-service; marketing; and messaging.

We consistently provide customers with products that are cost-effective and well-engineered. And, make certain that each of our products enriches the lives of the people and businesses with the highest levels of reliability, performance, and efficiency. Our customers in Africa, Europe, the Middle East, and Australasia use our products to generate revenues, improve operational efficiency, and strengthen customer loyalty.

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