



ARTA Mobile Services Platform

Telecommunications providers and network operators are looking beyond traditional consumer and business services to boost revenues and reduce costs.

Resellers, Virtual Mobile Network Enablers/Operators and communities of users are searching for a strong commercial approach to maximize the Average Revenue Per User (ARPU) and minimize the Time to Market (TTM).

Customers are constantly demanding new services. Operators and providers are required to be ever more flexible and to offer reliable solutions. The ability to meet customer demands can be limited by today's rigid network and IT infrastructures, which are often very complex and made up of proprietary network-based switching equipment.

ARTA Mobile Services Platform

Artium's ARTA Mobile Services Platform is built on the most trusted application platform in the telecom industry. Its robust and scalable infrastructure and flexible architecture, in combination with high class service applications and pre-integration streamlines, enables the continuous deployment of updated services in response to any future need. The ARTA Mobile Services Platform provides an open infrastructure that enables operators and service providers to create, deliver and manage services and applications efficiently. To service providers seeking to deploy new data services quickly, Artium can supply the technology, applications and services needed to meet the business objectives that have been set.

Platform layout

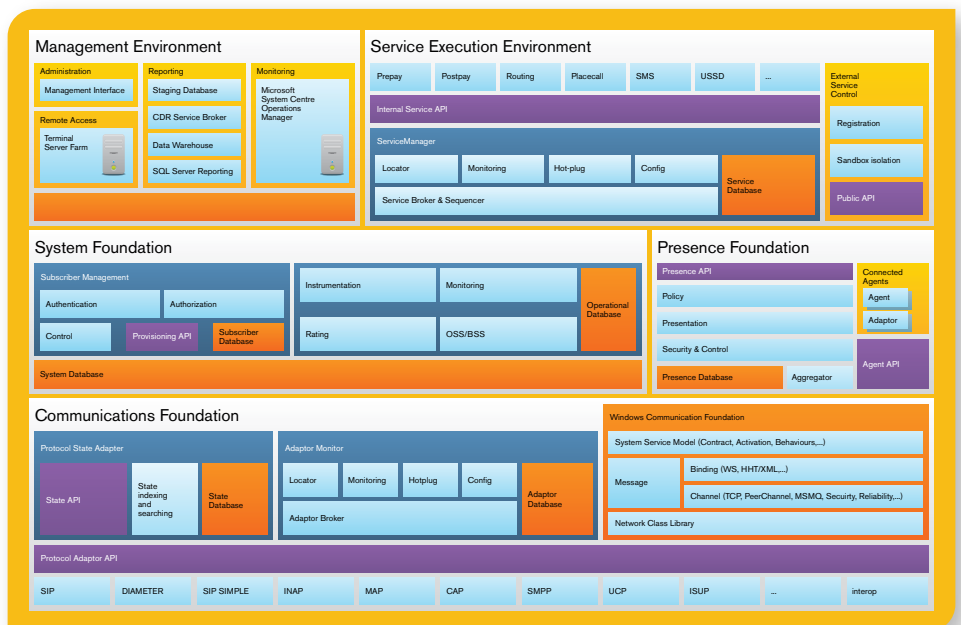
Artium has built an application layer on top of the telecom layer. Thanks to this special layer, which is completely independent of the underlying infrastructure, the ARTA Mobile Services Platform is truly open and flexible allowing third-party applications to connect to it by means of open APIs.

The Artium platform supports SS7 (C7) and SIP (IP) call control for, amongst others, OSA/Parlay interfaces and the latest-generation application servers. It can host applications for heterogeneous environments comprising fixed, mobile, cable, ATM and IP networks. Artium has the first and only product whose architecture is designed to respond quickly to the ever-changing

telecom world in which multilevel marketing is applied to increase market share, decrease customer churn and diversify provided services. Artium's technology allows the effective management of resellers, communities and brands, based on the "Chinese Wall" principle by which operators can partition their infrastructure virtually.

Benefits

- Reliable, adaptable telecom-proven technology
- Quick service deployment; fastest time-to-market
- Differentiation increases customer acquisition and retention
- Decreasing service deployment costs
- Fully manageable customer interfaces



Our vision

Artilium envisages a world where communication adapts easily to the intuitive requirements of customers who benefit from a full range of value-added services that can be billed in real time, and be accessed via every type of media in a user-friendly manner.

Artilium achieves this vision by:

Constantly providing next-generation, value-added services, hosted on a modular, open architecture that facilitates the implementation of Artilium services as well as third-party services, optimizing OPEX, CAPEX and time-to-market in the process. Providing a full suite of innovative communication services for communities, groups and individuals, that will increase ARPU/AMPU and customer loyalty. Ensuring real-time, flexible, converged billing solutions for every subscriber, both prepaid and postpaid.

Common Telecom Layer

Artilium's Common Telecom Layer is a technology enabler that allows operators and service providers to connect the Service Delivery Platform to multiple operators at the same time. This allows them to create new and unique services that are independent of the operator's capabilities. A postpaid or a prepaid account that is shared in real-time for mobile, fixed and data communication is only one example of the many exciting capabilities of Artilium's Common Telecom Layer.

Real-time revenue enhancers

Real-time revenue enhancers provide real-time control of the processes that take place within the infrastructure. This offers advantages in several areas: Automatic Least Cost Routing, Quality-based Routing, Margin-based Routing etc. Also, exceeding the maximum credit on a multiuser prepaid card is no longer possible. Cost/revenue/profit can be analyzed in real time, and cooperation with resellers can be based on prepaid credit instead of on bank guarantees. It is also possible to identify communication line overloads, and to release additional bandwidth, or

to distribute the traffic according to the lines or bandwidth at one's disposal.

Multimodal technology support

Artilium solutions are independent of the underlying technology. They support fixed, wireless, Internet, Voice over IP and ATM communications. In addition, the Service Gateway supports a heterogeneous network environment. It acts as a telecom translator for all functions between the core network and content or application interfaces, irrespective of the core network's make and type. This enables Artilium's customers to optimize and streamline their processes. On this basis, Artilium implements several concrete solutions.

Value-added services

On an Artilium platform, several value-added services can be integrated into a single environment: prepaid, postpaid, find-me follow-me, advanced number translation services, number portability, IP centre, voice mail, click2dial, Fixed/Mobile Convergence (FMC) etc.

A killer application is not needed, because the platform itself provides a killer environment for multiple services. The services are user-friendly, and can be implemented in an efficient and easy way. It is also possible to develop customized services on the platform by means of a graphical service creation tool.

Self-care

Artilium considers it essential that customers at any level in the telecom chain are allowed to manage their accounts themselves.

Provisioning

Service providers can manage provisioning data by means of the ARTA Switch Administrator, a user-friendly tool with a contact-centric interface.

Rating - Billing - Invoicing

The entire rating, billing and invoicing process can be automated. Not only does the process take care of invoice creation

and invoice dispatch, it can also send invoice data to Electronic Bill Presentation and Payment (EBPP) systems, money collectors, and accountancy departments. Moreover, it can import payment data supplied by accountancy departments. That way, invoice lists will also contain payment information: which invoices are due, which are already paid etc. The invoices, created in HTML, XML or PDF will list voice calls, text messages, data traffic etc. They are drawn up in the subscriber's language, and all amounts are expressed in the subscriber's currency.

Number Translation Services

Typically Number Translation Services (NTS) are used to provide customers with a single point of contact, regardless of their geographic location. The Artilium solution allows service providers to meet the demands of business customers who require advanced geographic routing capabilities, combined with Interactive Voice Response (IVR), and inherent features such as disaster recovery for inbound calls, and full management reporting.

Fixed / Mobile Convergence

The ARTA FMC solution offers subscribers one personal number (OPN) for voice and fax. In order to receive fax messages, no special fax hardware is required. Subscribers will receive all fax messages by email or will be able to view them via a Web portal. Voice calls made to a subscriber's OPN will be routed automatically either toward that subscriber's current location or toward a voice mail system. Voice mail messages can then be consulted via Web portal or self-care IVR. They can even be sent to the subscriber via email. Subscribers can make calls themselves either from a Web portal or from within Microsoft® Office Outlook®. They can be notified of received voice or fax messages by text message or email.



Artilium is the leading developer of Microsoft-based carrier-grade software for mobile networks.

Artilium's ARTA Mobile Services Platform is an open, modular, highly extensible Next Generation Service Delivery Platform built on Service Oriented Architecture principles and designed to enable rapid creation of new mobile applications, packaged as services, throughout their lifecycle.

ARTA activates the coming wave of third-party application development and innovation. By providing open and secure access to mobile network functionality and autonomous software processes, ARTA enables infinite possibilities for intelligent mashups which combine network capabilities of presence, mobility, location and telephony; with Web services including advertising, social networking and search.



Based in Belgium with offices in the United Kingdom, Artilium is a publicly listed company on the London Stock Exchange (LSE/AIM: ARTA). The company was founded in 1995 and has completed more than 40 installations serving tens of millions of end-users in 11 countries.