

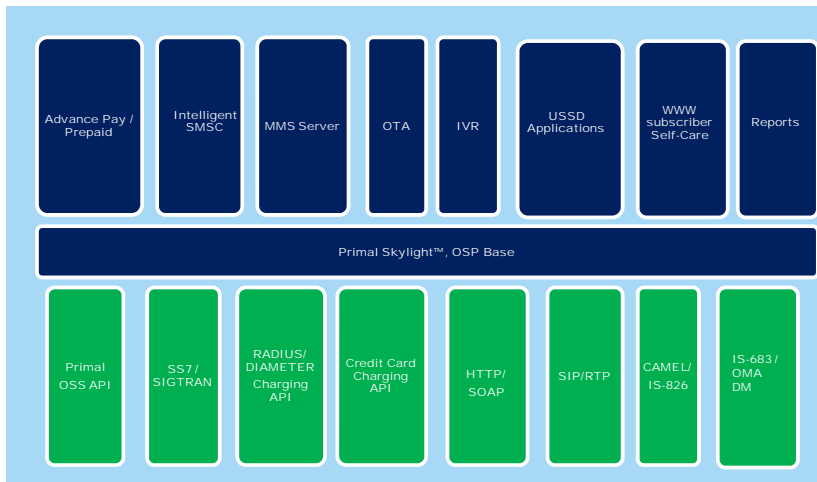
Wireless operators continually look for opportunities to improve the subscriber experience as part of their strategy to attract and retain subscribers. Wireless operators that offer Unstructured Supplementary Service Data (USSD) services to their subscribers can improve the subscriber experience by offering better ways to communicate with the subscriber in real-time, and also to provide easier subscriber service self-management features.

Primal USSD Services complement existing Primal OSP IVR, and WWW Subscriber Self-care management mechanisms by providing a set of USSD Subscriber Self-care services that interact with the handset directly. Sample services include:

- ✓ Account / Balance query
- ✓ Self-recharge
- ✓ Balance transfer
- ✓ 3rd Party Balance recharge
- ✓ Callback service (e.g. for Intl. roaming)
- ✓ Call Me Service
- ✓ Feature Selection / CTS interworking

Complete interworking with the Primal Advance Pay / Prepaid service allows the operator to determine which USSD events are chargeable. Furthermore, the subscriber may optionally be moved to a better rate plan, and different Voice, SMS, MMS, data bucket amounts depending on the USSD recharge amount.

Primal USSD Services support many different use scenarios with powerful interworking with other Primal Technologies' OSP Services including the Intelligent SMSC, MMS Server, and Visual Unified Messaging service.



USSD Features

- USSD Server with USSD Applications
- Configurable USSD menu prompts
- Interworks with all major GSM/UMTS Core Networks
- Billing/OSS vendor platform interworking
- Enhanced integration with other Primal services supporting many service feature possibilities (Advance Pay / Prepaid, SMSC, MMS Server, VM / Unified Messaging Solutions)
- Efficient reuse of SS7 links used by other Primal IN/Messaging services
- Primal readily available to work with operator to support any Use Case

Sample Service Scenarios supported:

- MS Initiated requests
- Server Initiated requests
- CRM/BSS Configuration Management (e.g. Change bundle plan, Manage HLR supplementary features and GPRS/UMTS Data Feature Subscription)
- Primal Broadcast Manager Integration
- USSD Server API for 3rd party Development
- CDR Generation
- Reports
- Custom features available upon request

