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Telecom Value Added Services for Internet Service Providers

Summary

1. Why VAS are needed for an ISP ?
2. Some VAS services currently available on the European market
3. Focus on mobile Media : Ringtones, web contents & Video streaming
4. Case study : Video streaming System
5. Contact

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1. Why VAS are needed for an ISP ?

- The term "value added services" is used to refer to options that complement some current core services.
- There are not vital, or essential. This term is used in many industries, most notably the telecommunications industry for ISP. Value added services are often introduced to customers after they have purchased the core services around which these ancillary offerings are built.
- In some instances, a value added service is something extra that is provided to a customer at no additional charge. At other times, the ancillary service is offered to an existing customer for an extra fee.
- The actual pricing structure for a value added service usually depends on whether the provider sees the service as an amenity that is intended to create a stronger rapport with customers or as a source of additional revenue.

We help ISPs, thru partnerships, to put in place the best VAS, in order to improve their ARPU* or their brand image, enacting customer loyalty improvement, product differentiation and quality based competition.

* Average Revenue Per User.

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2. Some VAS services currently available on the European market

To companies

-Audio/Visio/Web conference

-Virtual Standard (IVR)

-IP Centrex (TOIP)

-Training & E-Learning*

-Fax to Email / Email to Fax

-Online backup services

-Mobile commerce

-Multi OS Smartphone applications (Android, iphone, Bada, Blackberry, Windows)

-Etc…

1-Month Free Trial!

Our own e-Learning System presentation is available here

To individuals

-Entertainment :
•Video Streaming
•Ringtones
•Multi-players Games
•Online gambling
•MP3 /MP4 download

-Location based services

-Voice and video SMS

-Online Antivirus

-Web Parental control

-IP camera based home monitoring service (self installed)

- Etc.…

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3. Focus on mobile Media : Ringtones, web contents & Video Streaming

Ring tones market is one of the most successful enhanced services for wireless, and now wireline service providers. Ringtone is a highly viral, self-propagating application that uses readily available content and can easily grow from $0 to millions in revenue in a few years.

Since it is completely controlled and delivered by network-based signaling servers, Ringtone has the advantage of allowing complete operator control with minimal customer and handset interaction.

To use a ringtones system, a customer (usually wireless) selects a specific song or audio file to play instead of the standard ring tone heard while a call is connecting. Revenue is generated through monthly ringtones subscription charges and a ringtone download fee whenever the customer selects a new song or audio file.

Video Streaming is a multimedia solution that is constantly received by and presented to an end-user while being delivered by a provider.

Video Live streaming, delivering live over the Internet, involves a camera for the media, an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content.

The Mobile Web refers to access to the world wide web, by the use of browser-based Internet services, from a handheld mobile device, such as a smartphone, a feature phone or a tablet computer, connected to a mobile network or other wireless network.

Mobile application is a software application designed to run on smartphones, tablet computers and other mobile devices. They are usually available through application distribution platforms, which are typically operated by the owner of the mobile operating system.

Mobile apps were originally offered for general productivity and informations. However, public demand drove rapid expansion into other categories, such as mobile games, factory automation, GPS and location-based services, banking, order-tracking, and ticket purchases.

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4. Case study : Video streaming system

Architecture

Process

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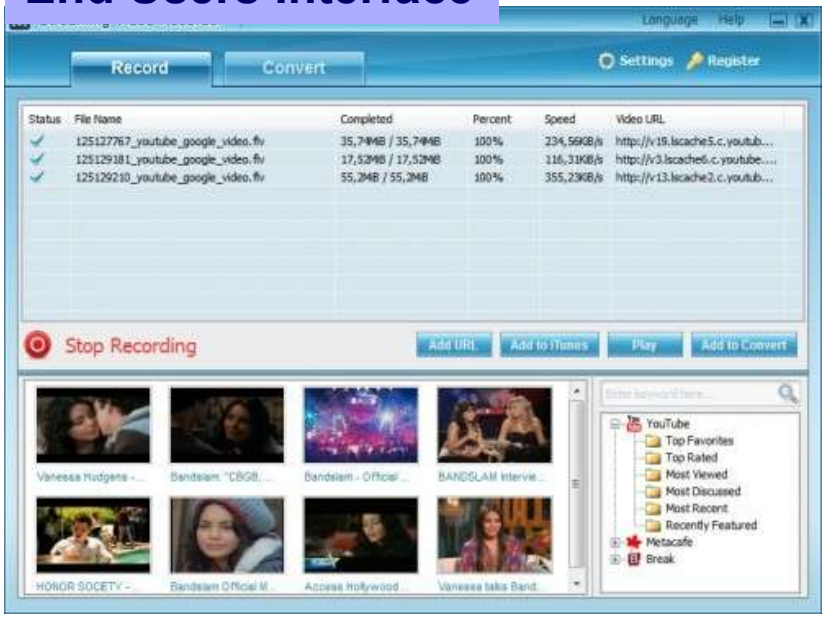
4. Case study : Video streaming system

Basic Streaming Steps

End Users Interface



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4. Case study : Video streaming system

Technical Key points :

-Streaming bandwidth and storage
-Codec, bitstream, transport, control
-Protocol problems
-Intuitive web user interface

A typical application, but new marketing concepts !

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Because of our internal expertise, and close partnership with European editors, integrators, and manufacturers, we can efficiently accompany you by providing the best solution at the best cost, and maintaining the solution with your technicians, previously trained and skilled by our team.

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ITU and climate change

***BlasCom IT** is a company participating in the 'Global compact Local Network ' charter of the United Nations, to make a commitment in favor of practices, among others, of development and distribution of environment-friendly technologies.*

***BlasCom IT** has also been incorporated into the DCICC: Dynamic Coalition on Internet and Climate Change, depending on the International Telecommunication Union (ITU) and counting 51 companies and/or authorities at world level.*

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