

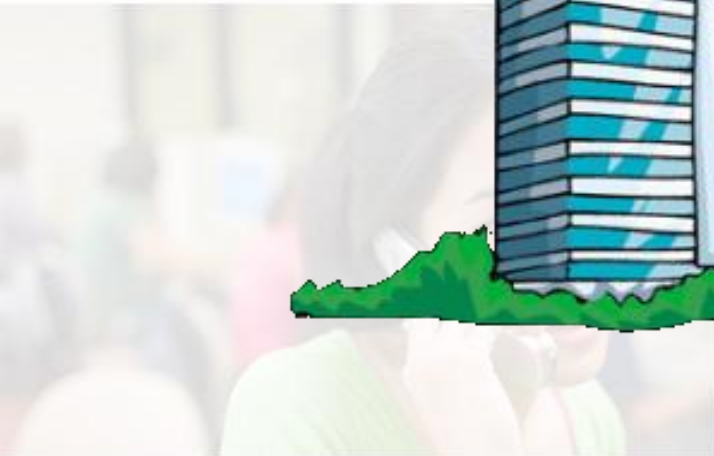


COMM-IT Convergent Service Delivery Platform

for
Value Added Services



COMM-IT
Telecom Consulting Partners



Introducing COMM-IT

Introductory Credentials



COMM-IT in Middle East

- Presence since October 2008
- 10 COMM-IT Consultant backed by 200 Local Indian.
- Over 8 customers in this short span.
- Regional offices:
 - Dubai servicing UAE.
 - Al Khobar, Riyadh and Jeddah servicing KSA



COMM-IT in India and South East Asia

- Presence in India since 2002, Presence in South East Asia since November 2008.
- 200+ consultants present onsite in India.
- Vast Customers base ranging from Telecom, Government, Manufacturing to Enterprise.
- Indian Offices: Delhi, Mumbai and Bangalore.
- South East Asia Office: Singapore serving Indonesia, Malaysia.
- Dedicated sales, pre-sales and delivery teams for the region



Saudi Industrial Projects Co.
Pepsi Jeddah



Pepsi Riyadh



Mahmood Saeed
Glass Industry
Company Limited



**BHARAT SANCHAR
NIGAM LIMITED**



Microsoft



JINDAL SAW LTD.



Delhi Police

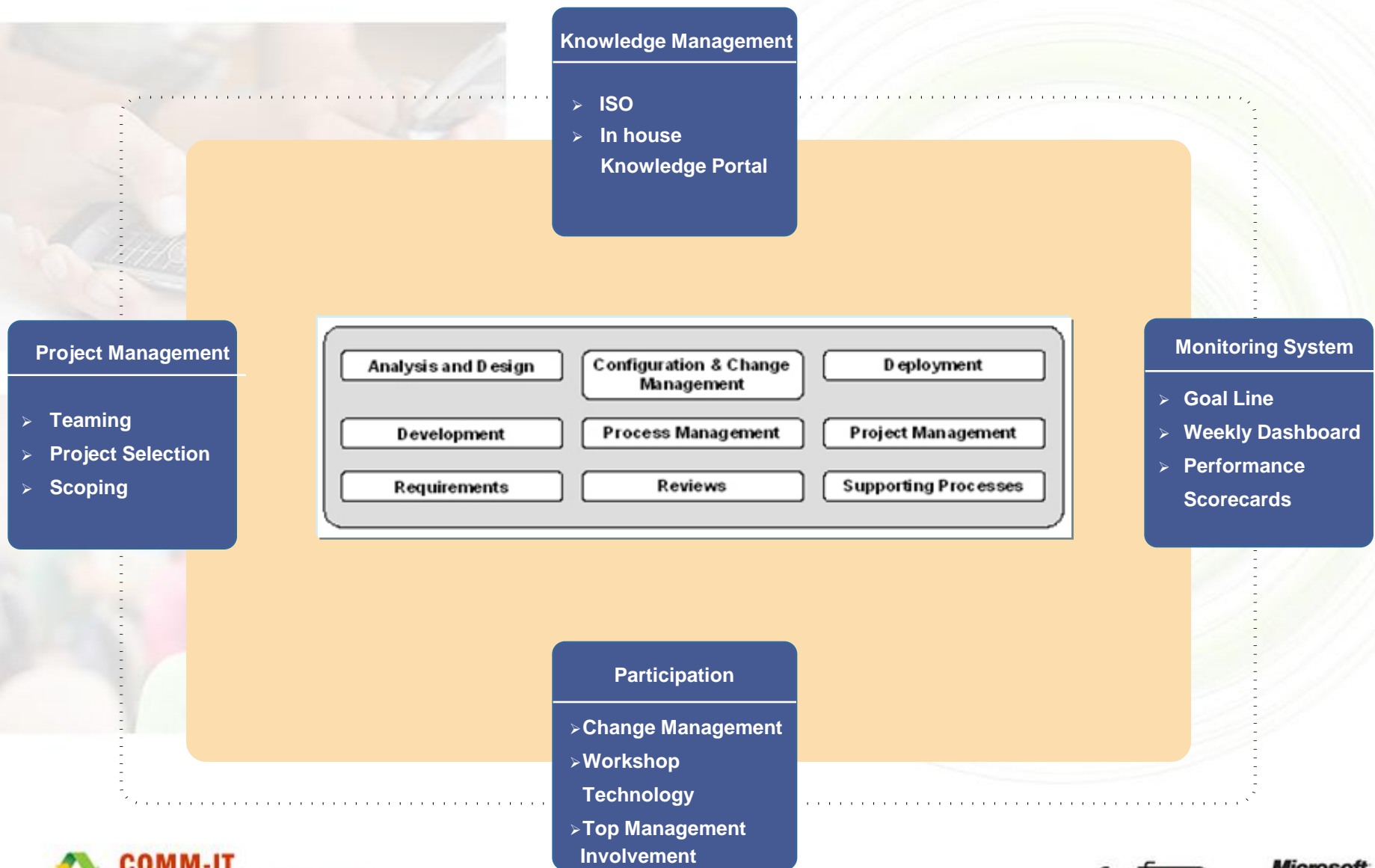
REVLON
Revlon India



PEPSICO



Process Driven Delivery



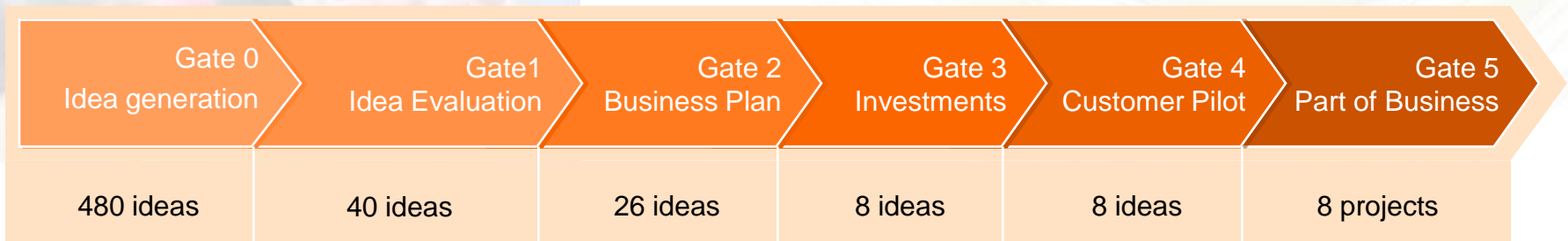
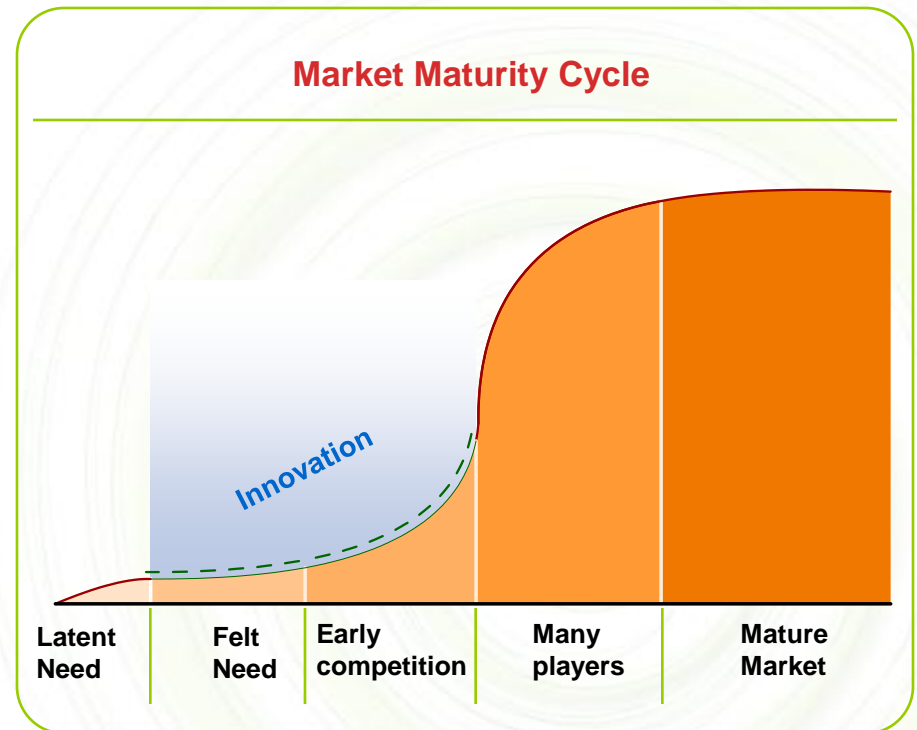
Value Proposition: Commitment To Quality

Our Approach

- Theme - Fast forward into the future
- Line extension projects –
Newer practice areas within divisions
- Breakthrough projects –
Newer business areas

The Process

- Every idea needs to go through an evaluation gate process
- Innovation council decides the movement through the gates



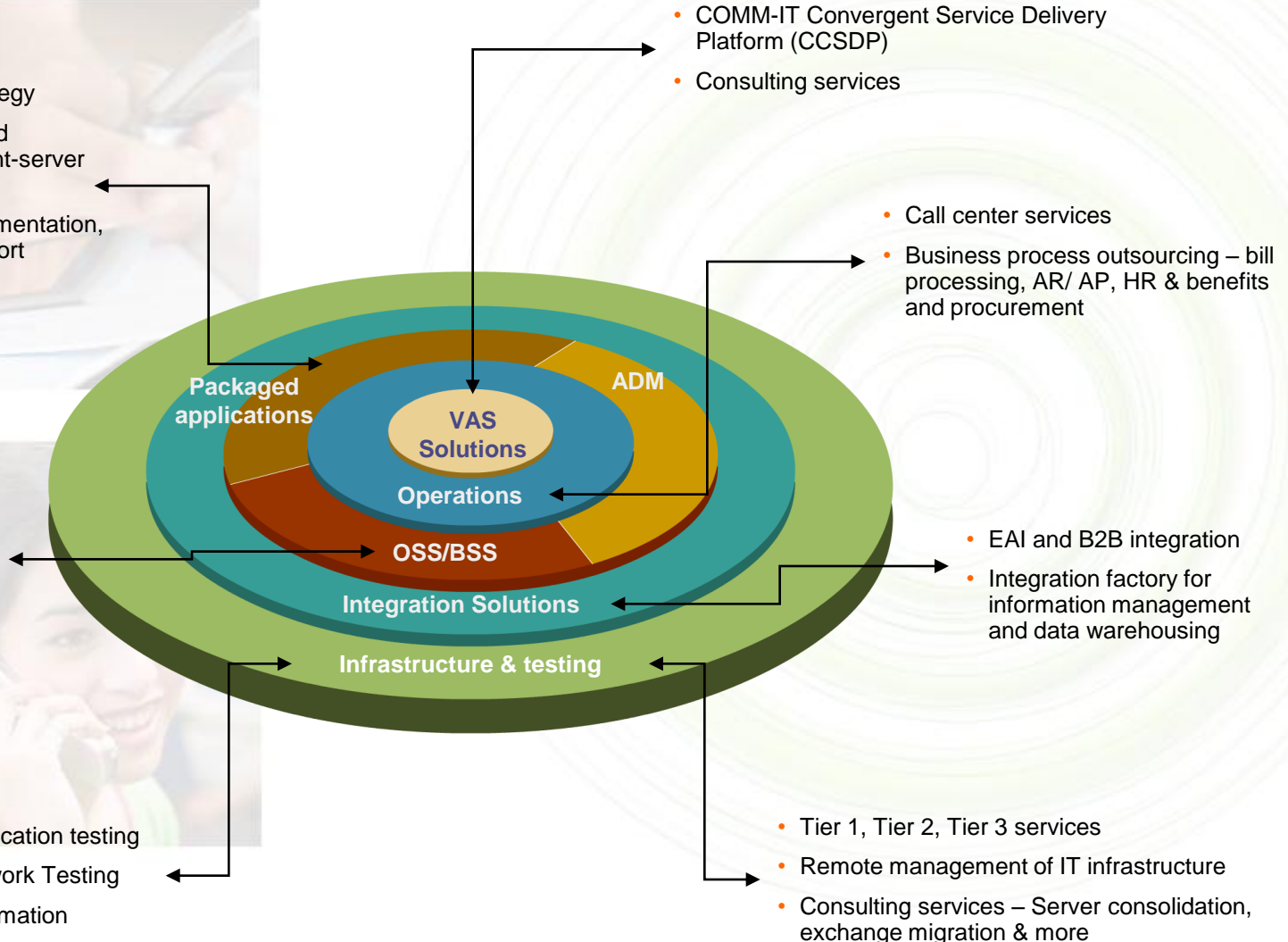
Creative Destruction through Innovation

Telecom Capabilities

- Portfolio rationalization strategy
- Application development and maintenance – Legacy, client-server and web
- Packaged application implementation, integration, rollout and support

- COTS implementation – example Kenan, Portal, ADC, MetaSolv, Axiom etc.
- Integration with other systems
- Maintenance and support services
- Migration and consolidation

- Application testing
- Network Testing
- Automation



Telecom Projects- Partial List

- Telecom Self-Care Portal for MTNL Delhi and Mumbai.
- Billing Solutions
 - Value Added Services billing and Customer Care Portal at MTNL New Delhi.
 - Member of Parliament Telephone and Mobile Connection Billing Solution.
 - Network Utilization Billing Solution – Interconnect Billing and Settlement Solutions for MTNL Delhi
 - Bulk Meter Based Interconnect Revenue Settlement Solution for MTNL New Delhi.
 - Group Billing – Telebox for MTNL Delhi.
- Revenue Settlement and Fraud Management Solution – MTNL and BSNL



COMM-IT Convergent Service Delivery Platform (CCSDP)

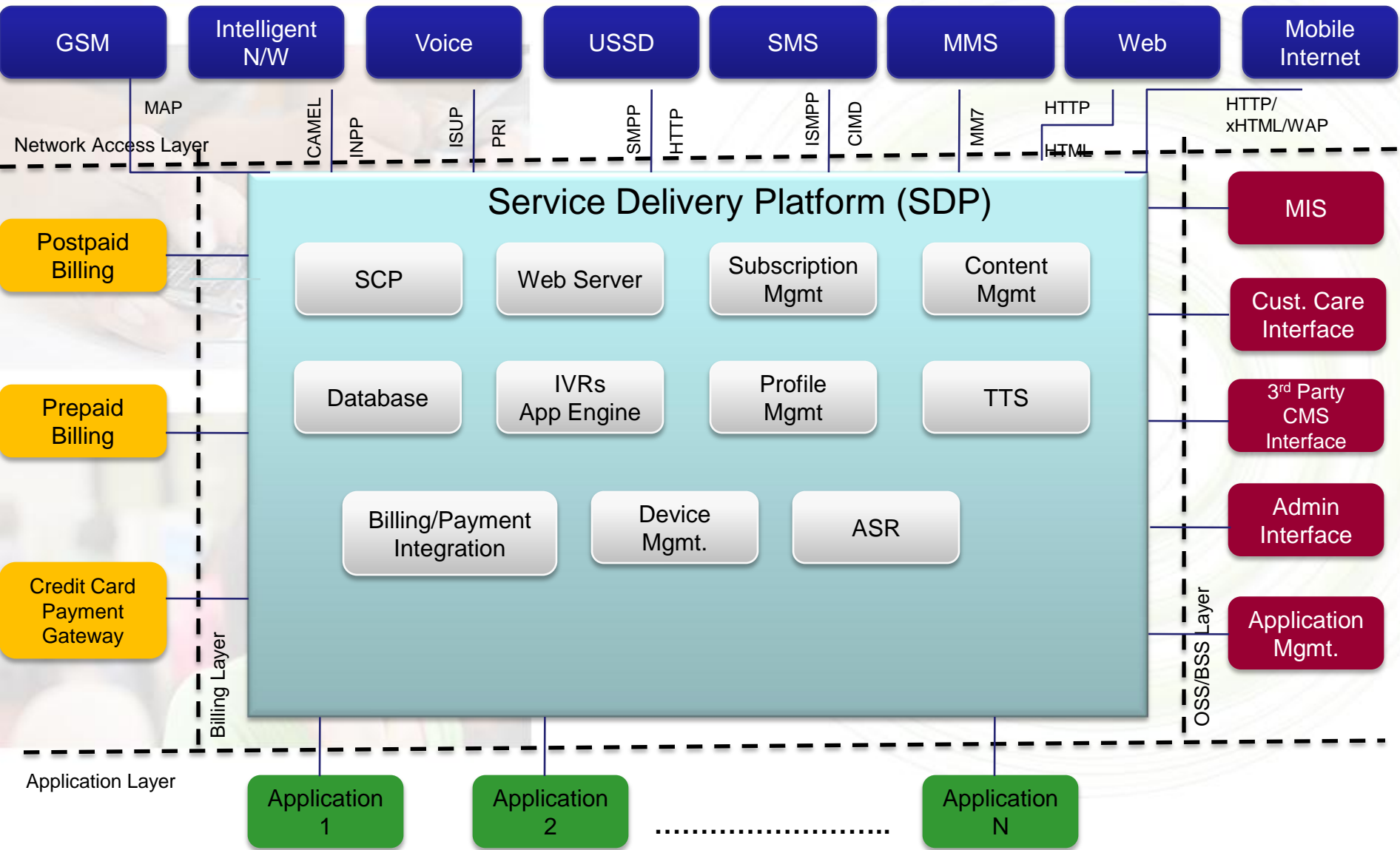
Biz challenges in VAS

- Traditional revenues are under threat
- Customers are demanding new services
- Speed at which new services are offered to customers is critical in the highly competitive market of today
- Operators need to offer a wide variety of services to their users
- Different customers are comfortable with different user interfaces for each service

Business View- Max ROI

- Single platform for a wide variety of VAS services
- No requirement for integration of a new system for every new service
- Reduces the number of hardware nodes required significantly
- Testing and deployment of new services is speeded up
- Homogenous platforms making things easier to maintain
- Rich multi-modal applications via multiple user interfaces
- Modular construction: Pick and choose the features/interfaces required

CCSDP Architecture



Technical Features

- Extensible and scalable platform
- Carrier grade systems with options for up to 99.999% availability
- Industry standard x86 commodity hardware available from IBM, HP, Dell or Sun
- Runs a mix of Linux and Windows across nodes
- Uses Dialogic and/or NMS network interface cards for SS7 and Voice connectivity
- Supports Voice, SMS, USSD, 3G Video, MMS, MAP, CAMEL, WAP, Web



CCSDP



Applications and Solutions

CCSDP Applications



○ Network Applications

- Missed Call Alert
- CRBT
- Incoming Call Manager



○ Media & Content

- Voice Portal
- Music on Demand
- Ringtone Download

CCSDP Applications

- Voice SMS
- Dynamic Voice Mail
- Contests
- Interactive Hosted Games
- Subscription Services
- SMS Applications

- Informational Services
 - News Updates
 - Sports updates
 - Mandi Rates
 - Stock portfolio watch

CCSDP Applications

- Electronic recharge
- Subscription Manager
- Online charging gateway
- Credit card bill payment
- Credit card prepaid top-up
- Best bill plan chooser
- Alerts/Reminders
 - Bill Alerts
 - Payment reminders
 - Validity Reminders
 - Recharge reminders
- Unbilled amount for postpaid users
- Prepaid top-up special offer listing

CCSDP Applications

- Backend SMS
 - Application SMSC
 - Bulk SMS gateway
 - SMS Application Gateway
 - Group SMS service
- USSD Gateway and Browser

CCSDP Applications

- Interactive outbound dialers
- Welcome call service
- Prepaid number chooser
- Premium number online auction



COMM-IT



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