



Call Router

Enhanced call management and control for more voice services

Key Benefits

Enhanced privacy and security

The Smart Call Management module offers subscribers privacy and full control over incoming calls

Enriched user experience

Eliminates the need to rudely cut off calls when busy with some other activity. Very useful for frequent travellers and roaming subscribers

Increased call completion rate

Optimal routing for voicemail and alternative MSISDN forwarding for outbound roamers

Flexible routing functionality to grow revenue

The Jinny Call Router offers flexible call routing functionality allowing mobile operators to extend their call completion offering by adding new services from multiple vendors

Increased service & customer segmentation

Associate every subscriber to a specific voice or video service and easily deploy differentiated services

Market Dynamics

Many mobile operators plan to introduce advanced subscriber services such as video and multimedia voicemail which will help them increase ARPU. Since subscriber uptake of these premium services will be relatively low at first, mobile operators typically deploy a few servers for premium customers. Introducing new voice or other multimedia services to existing deployed servers is not straightforward and many mobile operators may find themselves limited to one voicemail provider. Since subscriber numbers are grouped into ranges and are routed to the voicemail server with a particular number range, adding new subscribers or moving subscribers between servers costs time and money.

Mobile operators need a flexible routing mechanism which provides them with the options of scalability and expansion and a simplified process for subscriber additions and re-assignments to maximise the use of existing resources.

Product Overview

The Jinny Call Router offers the mobile operator greater flexibility and control over calls. Instead of using a voicemail system from only one provider, or spending time moving subscriber accounts from one system to another, they now have the choice to manage their calls through a flexible routing engine based on their own provisioning rules. Through the provisioning interfaces, the mobile operator can set the called party number and the routing rule. When the mobile switching centre forwards a call to the Jinny Call Router, it recalls the routing rules from its internal database and decides how to manage the call.

The Jinny Call Router can also be used by subscribers, offering them a new level of control over their incoming calls. When an undesired caller tries to reach a subscriber, the system captures the call and dispatches an automatic message indicating the subscriber is not available. The calling party's number and time of call is logged, and an SMS notification message about the attempted call is dispatched to the subscriber.

The Jinny Call Router offers an efficient way to gradually deploy advanced voice and video services to the operator's complete subscriber base while complementing legacy voicemail services. It offers the ability to associate every subscriber to a specific voice or video termination service which will assist in subscriber base segmentation.



Key Features

Call Screening and Smart Call Management

When an undesired caller tries to reach a subscriber, the system captures the call and dispatches an automatic message indicating the subscriber is not available. The subscriber is notified about the attempted call by SMS.

The caller can also choose to forward some calls to his Voicemail box or to an alternative MSISDN.

Provisioning Interface

The Jinny Call Router platform can be easily populated through an XML interface and through this you can add, modify or delete a single subscriber or group of subscribers.

USSD Interface

The Smart Call Management module supports an advanced USSD interface. It allows subscribers to manage their accounts.

Custom SMS Reply and Announcement

Call Screening and Smart Call Management subscribers can flexibly assign to each available profile an SMS to be sent automatically to the caller or a self-recorded announcement to be played to the caller.

Intuitive Web Interface

Through the intuitive web interface, you can configure the Call Router and Smart Call Management platforms. Through this interface, you can also manage the subscribers and control the profile and MSISDN groups.

Call Router Architecture

