



## Jinny VAS in One

All VAS Applications in One Platform

### Key Benefits

#### Simple Integration, Rapid Launch

With ViO all Jinny VAS applications have a single point of integration. Once the platform that underpins all of the applications is integrated for billing, reporting, alarms and performance management, the applications need only be added to the ViO platform

#### Easy Expansion and Service Addition

The scalability of the ViO platform means that expanding the number of applications or the throughput capacity of one or more of the applications is easy and can be performed without service interruption

#### Optimal Resource Usage

Jinny ViO shares resources for signalling, voice, video, etc, so the solution will be more efficient in terms of number of connections and connection usage, and will be more resilient in terms of failover and redundancy

### Market Dynamics

Mobile operators experience pressure on profit margins, and need to find ways to cut costs. Recurring costs can be reduced by 20-25% by using fewer suppliers; one of the best ways to bring operating costs down is to consolidate VAS applications into a single platform. Jinny ViO<sup>TM</sup> presents you with a single supplier, and a single platform, for all value added services (VAS).

Jinny ViO delivers all your VAS applications as part of a coherent, well-packaged solution, allowing you to lower your costs for managing suppliers.

Jinny ViO provides every VAS service on the Jinny Standard Platform:

- messaging
- call and media solutions
- advanced device management
- mobile advertising

ViO also offers a single point of integration into the network and into the operator environment for operations and maintenance, customer care, reporting, alarms management and billing.

This single access point allows you to reach any of the applications from a single screen. Customer care operatives may also access the subscriber settings on any VAS application by logging in at a single place.

Where you may have other systems for provisioning and customer care, Jinny provides an API that allows the settings, rules and configuration of the applications in ViO to be controlled by a 'parent' system.

#### One Connection for Billing

Rather than receiving CDRs from multiple applications, your mediation systems will receive the CDRs from a single module in ViO.

The prepaid connection point for all Jinny ViO applications is the Real Time Charging Gateway (RTCG), which connects to your billing system. All applications connect to the RTCG within ViO, thereby presenting the simplest integration point. Postpaid CDRs are also aggregated at a single point for export to a destination you nominate.

#### Shared Network Resources

To simplify the network interconnect, Jinny ViO shares the signalling and media resources across the ViO applications and allows them to employ the capacity they require from the pool of resources.

#### Simple OSS Connection

OSS alarms and performance monitoring are consolidated so that the SNMP traps are delivered to the OSS from a single point, and Business Intelligence and Reporting are consolidated for all Jinny ViO applications, so the reports need only be viewed in one place.



## Key Features

### One Standard Platform

Jinny's architecture supports all of Jinny's applications on identical hardware, OS, middleware and configuration which means that the applications are extremely stable and can be easily expanded. This expansion can mean either easily adding new VAS applications – also under-pinned by the same proven, standard platform – or easily expanding the capacity of the VAS applications already installed to carry more subscribers.

### Full VAS Suite... in One

Jinny ViO provides the mobile operator with all messaging needs (SMS, MMS, USSD, Voice SMS), all call and media needs (Ringback Tones, Voicemail, Missed Call Notification, Videomail, Faxmail) and all needs for OTA configuration and device management. The mobile operator only needs to manage one vendor relationship for solution sourcing and support and only needs to train its operations teams on one solution architecture - thereby greatly reducing workload.

### Integrated Fast ... and Once

Rather than requiring integration of every application into the network and BSS/OSS systems of the mobile operator, Jinny ViO

provides single points of interconnect and integration for billing, reporting, alarms and performance management. Because the integration points are simplified Jinny can deploy a solution faster and only needs to perform the integrations once before being able to deliver multiple applications on the platform.

### Jinny – Solutions for Today's Network, and Tomorrow's

As operator environments evolve toward full IP networks, Jinny has ensured that its solutions are able to integrate to many cellular network technologies – GSM, CDMA, TDMA, iDEN, 2G/3G, 4G LTE and WiMAX.

By designing all solutions to support both circuit-switched and packet-switched network environments, Jinny has prepared for the networks that operators will seek to launch tomorrow – as well as supporting the success of the networks they are running today.

## ViO - Simplified Application Addition

