spark

Wavenet Spark Suite

Unified Media Platform for
CSPs and Telco Operators

The Wavenet Spark Suite is a futuristic unified messaging platform offering advanced IVR and media deployment capabilities for CSPs. It is a scalable solution, Offering telco services with high availability and is developed using quality industry standards with state-of-the-art technology.

Spark enables CSPs and mobile operators to offer clients a superior experience when delivering IVR, RBT (Ring back tone), VMS (voice mail service), MCA (Missed Call Alerts), MCG (Missed Call Generator) and Zero balance notification services.

THE CSP CHALLENGE

In a world where consumers interact using multiple systems and channels, missed monetisation opportunities are very real for CSPs. Any opportunities that do not maximise revenue from every call connection with subscribers, will impact CSP revenues. This is especially true when the service is terminated for a customer because the called party does not have funds in their call account to continue the call or service.

Enhancing customer experience is also important. The market is seeing considerable change in consumer lifestyles and CSPs are moving towards more self-oriented and automated service offerings to enhance digital subscriber experience, which in turn is pushing CSPs towards delivering solutions with higher IT-fication into the telco industry.

Though heavy investments have already been made in key infrastructure resources of CSPs, higher resource utilisation can be seen where call, voice and data services are not optimised. CSPs see the need to invest in resources that supports more value-driven solutions in order to drive higher ROI.

Implementing systems that drive operational excellence is key. Isolated solutions installed inside CSP organisations are piling on the cost. For example, when maintaining individual licenses per platform, or when needing to service and scale solutions individually. This drives up operational cost and unfortunately drives down efficiency for the business as well.

WHY WAVENET SPARK SUITE

Wavenet's Spark Suite offers CSPs a consolidated Media Solutions Delivery Platform and comprises of two solution streams- the Spark Unified Media Services and the Spark Service Continuity Suite.

The Spark Unified Media Services include IVR (Interactive Voice Response), VM (Voice Mail Services), and RBT (Ring-Back Tone). These solutions help CSPs in providing value-added services to subscribers while assisting to reduce operational costs.

Wavenet's Spark Service Continuity Suite offers services that includes MCA (Missed Call Alert), MCG (Missed Call Generator), Zero Balance and Call Collect which helps CSPs to generate additional revenue and allowing subscribers to enjoy uninterrupted services from a network operator.

Wavenet's Spark Suite is a proven solution deployed around the world and popular amongst leading mobile network operators due to its unique features such as:

- ⊕ Single GUI feature for managing and deploying the entire Spark Suite
- ⊕ Optimum load balancing capability for smooth operations
- ⊕ Interoperability with other third-party systems
- ⊕ High scalability due to its feature flexibilities
- ⊕ API-driven architecture to cater to higher connectivity needs
- ⊕ Containerized architecture solution

A FUTURE-PROOF SOLUTION

The Spark platform is built using Open standards and can be easily integrated to evolving networks such as IMS networks, making it a future-proof solution. Operators can extract greater return on investment and added benefits such as the following:

- Reduced TTM (time-to-market) for CSPs
- Optimised infrastructure

- Reduces CSP costs and expands opportunity to for additional revenue generation
- Additional advertising /promotional opportunities

- 24/7 remote support
- Allows CSPs to scale the solution as per required business need

- Advanced monitoring capability via user friendly dashboards, logs and reports
- Customer-centric consultation

PLATFORM CONSOLIDATION

The consolidated Spark media platform provides following competitive advantages.

Media Services

IVR RBT SCS

SPARK
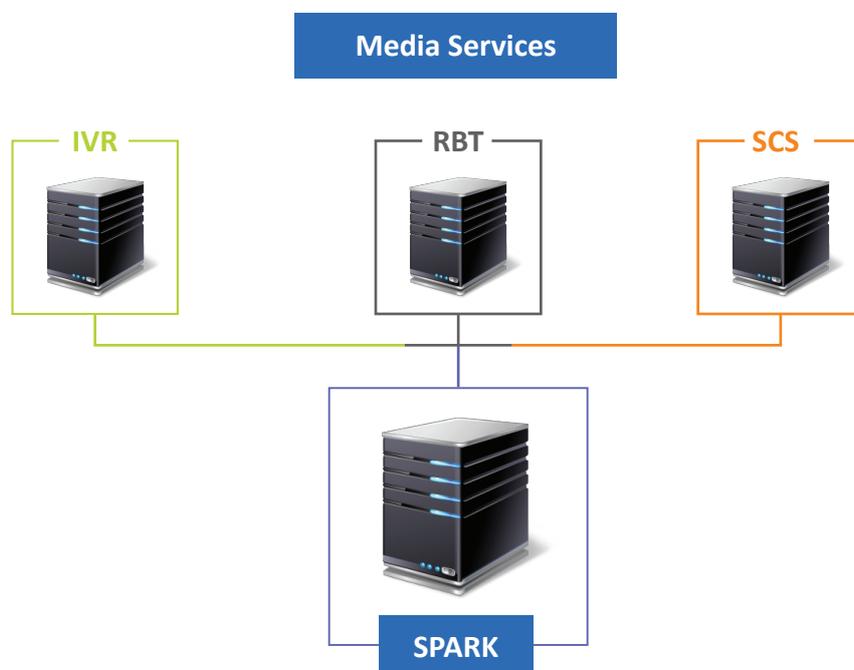
- Clustered architecture for resilience and high availability
- Optimized utilization and management of resources

- Consolidated platform built on open standards allowing simplified integrations to excise on new network elements
- A common license solution that can be dynamically applied to any of the multiple services in use

- Single GUI to manage all services for more efficient management and monitoring of the overall system
- Greater savings to CSPs afforded by lowered expenditure and reduced cost

- End-to-end data capture for richer and insightful reports and better decision making

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THE SPARK SUITE PRODUCT OFFERING

Spark IVR (Interactive Voice Response)

Wavenet's Spark IVR offers optimised utilisation and smart allocation of network resources, assisting operators to balance resource pools for effective service delivery and revenue generation.

Features and capabilities

- SIP server support
- Early media support
- Silent detection
- Media Resource Control Protocol (MRCP)
- Port grouping

- Call transfer
- Media play & record
- Conferencing
- Access number management
- Whitelist/Blacklist management

Spark RBT (Ring- Back Tone)

Enables CSPs to offer a fully-fledged ring-back tone service to broader market segments. Ring-back tones are executed when a call is initiated with a service subscription, thereby, widening monetisation opportunities and increasing customer adhesion.

Features and capabilities

- Admin GUI and customer care interface
- Basic or standard and corporate RBT offerings
- Tone subscription
- Content provider manager and moderation
- Access channels: IVR / USSD & SMS

- User website for RBT service users
- Service subscription
- Copy and gifting
- Multiple charging schemes and subscription packages
- Branding and content marketing platform

Wavenet Service Continuity Suite (SCS)

The Wavenet Spark Suite consolidates key loan or credit service, and ensures call continuity for CSP services converting potential revenue leakages in to revenue generating opportunities. Having the capability to offer always-on subscriber services continuously delivers the following benefits.

Higher Average Revenue Per User (ARPU):

CSPs are able to offer monetizable loan services for subscribers with low balances, allowing them to receive credit from the operator or another subscriber, to continue with their services. This maximises chargeable air-time for the operator.

Diverse service offering:

CSPs are able to offer solutions based on their choice of mass market or target-specific segments. For example, prepaid or post-paid offering, personal or corporate services, or partner with potential sponsors for credit, voice minutes, SMS quota and data.

Spark VMS
(Voice Mail Service)

Wavenet's Spark VMS offers both traditional capabilities of IVR service such as recording audio messages as well as contemporary features such as subscriptions through websites and email alerts.

Features and capabilities

- Automated language selection
- Service control and access
- Service subscription
- New user tutorials
- Leaving and retrieving voicemail
- Mailbox controls
- Setting greeting messages
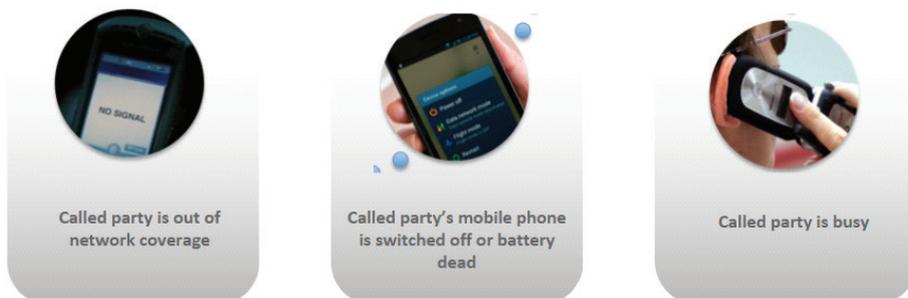
Service Continuity Suite products

entail a range of products which are listed below.

Missed Call Alerts (MCA)

The Missed Call Alert is a call completion value-added service where the users are notified via a SMS about callers that have tried to reach them via a call while they were away from the operator network.

A Party – Based on availability of B Part, A party to be notified via SMS

The Missed Call Alert is a call completion value-added service where the users are notified via a SMS about callers that have tried to reach them via a call while they were away from the operator network.

Called party is out of network coverage

Called party's mobile phone is switched off or battery dead

Called party is busy

Features and capabilities

- Advertising and consolidated messages
- Flexible billing and detailed CDR
- Missed call / availability alerts.
- Subscriber barring
- Multiple provisioning interfaces
- CLI Restriction

Missed Call Generator (MCG)

This is a part of the Spark solution that facilitates users with notification on insufficient balance through a missed call to the call terminating party.

Features and capabilities

- Generate calls to the network
- Role-based access control
- Set call triggers
- Operator GUI
- Blacklist management

Zero Balance

The Zero Balance feature enables subscribers with a low balance notice to obtain a loan facility for a limited period of time from the operator so that there is uninterrupted service.

Features and capabilities

⊕ Direct engagement or IVR redirect

⊕ SIP and CAMEL protocol support

⊕ Real-time charging

⊕ Blacklisting

⊕ Service suspension

Call Collect

The Call Collect feature enables subscribers to maintain a low balance while requesting a call from another subscriber free of charge (this is provided that the recipient accepts the charges for the call).

Features and capabilities

⊕ Roll-out methods: seamless connect and prefix dialing

⊕ Sponsored call facility

⊕ Customisable voice and text notifications

⊕ SIP and CAMEL protocol support

⊕ Call alert

⊕ Blacklisting/Whitelisting

⊕ Service suspension

⊕ Retry mechanism

⊕ Real-time charging

Deployment in Kubernetes (K8s)

Kubernetes for Spark enables faster and efficient VAS orchestration whilst automating deployments through the CI/CD pipeline. This capability is currently available for Voice Mail Service (VMS) and Miss Call Alert (MCA). Spark roadmap is also planned to ensure Kubernetes compatibility is offered across all of our Spark Suite Modules such as Ring Back Tone (RBT), Miss Call Generator (MCG) and Zero Balance (ZB).

Benefits of kVAS

⊕ Better, faster and more resilient VAS services orchestration

Ability for the pods to work as independent microservices allows the operator to seamlessly cater traffic growth.

⊕ Automated deployments through CI/CD

kVAS deployed in Kubernetes clusters running on a Telco Cloud Environment allows seamless feature updates or release upgrades to be deployed to Docker images in running pods with minimal effort.

Service Continuity Suite Products

⊕ No infrastructure overheads

Legacy methodologies involves the requirement of having a centralized infrastructure which is too expensive to maintain. Wavenet kVAS can easily be deployed on any already available Cloud environments of Telcos, be it private or public cloud.

⊕ Leverage third party integrations and canvas-based design

Our latest solution ahasa, a Kubernetes based deployment tool allows Telcos to leverage their own applications or of third-parties and other assets which can be onboarded using its low code enabled drag and drop solution designer.

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Global Wavenet is a leading telco software, systems, and infrastructure solutions provider to wireless and wireline carriers, with core expertise in delivering carrier focused solutions specializing in digital transformation of BSS and VAS platforms through an extensive portfolio of messaging, voice, media, API orchestration and rich digital channel enablement. Wavenet has long-standing expertise working with multinational companies around the world, and our award-winning technology solutions portfolio assists Wavenet clients to stay ahead in the market and gain a competitive edge, while optimizing revenue and ROI.

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