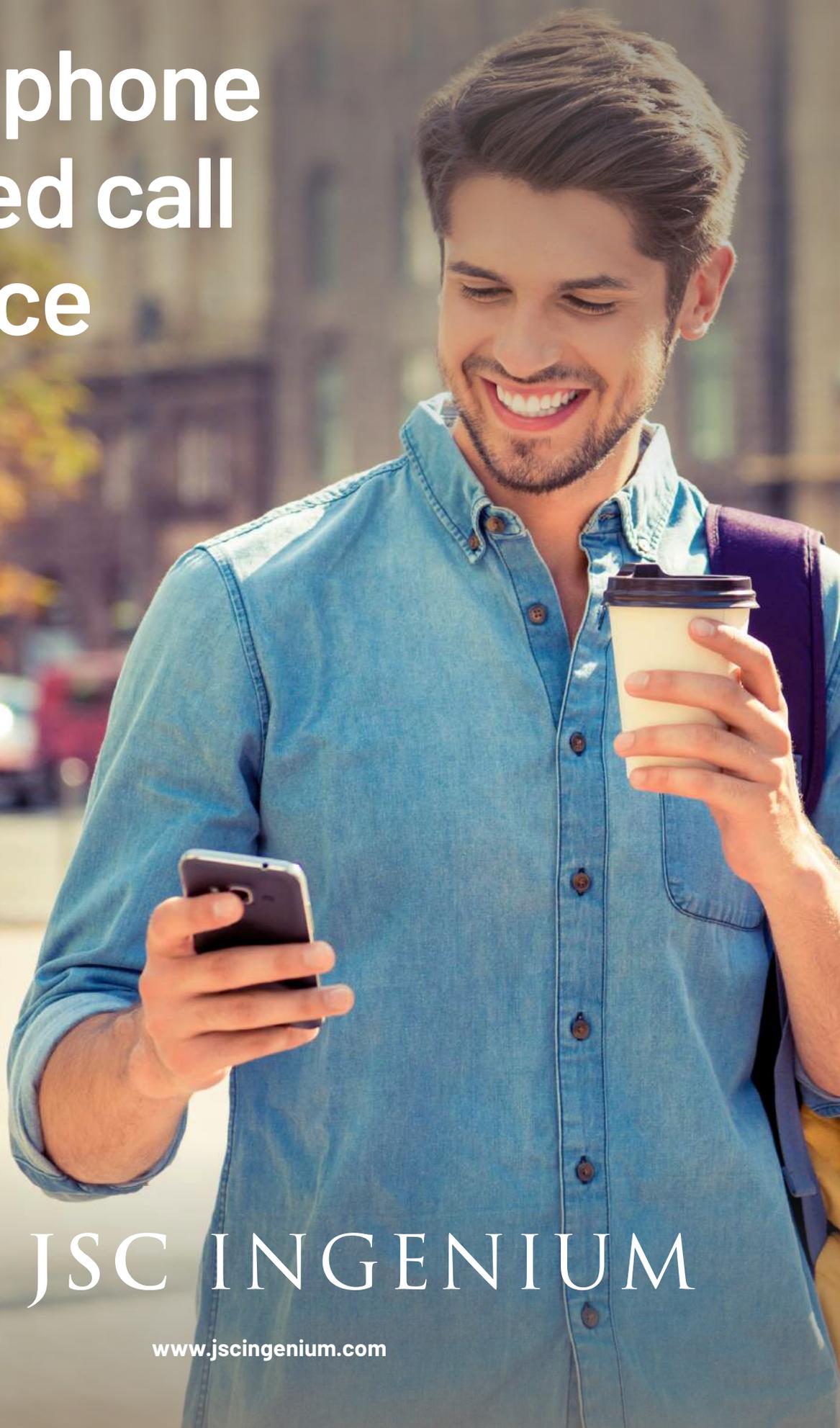


Case study

Pepephone Missed call service



JSC INGENIUM

www.jscingenium.com

Pepephone selects JSC Ingenium for its missed calls service

Challenge

Pepephone is the Mobile Virtual Network Operator of the Globalia Group (Air Europa/Viajes Halcón/Travelplan/Pepecar) which has been operating in Spain since November 2007, using Vodafone's Network.

Pepephone needed to **implement a missed calls service for its subscribers**. It had decided that this

service was critical if it wished to compete at an equal level with other Virtual Operators in the market, and its Network Operator could not provide this service at that time.

To implement a missed call service for Pepephone, since this was not provided by the infrastructure of its Host Operator.

Solution

Pepephone chose JSC INGENIUM to develop and implement the missed calls service. This service would allow Pepephone users to receive an SMS listing all the calls missed when the phone was busy, turned off or out of cover. The basis of the missed calls service is to divert the call to a number controlled by JSC Ingenium's Platform. This will be available to all Pepephone customers who receive a call when their phone is busy, turned off or without cover.

If a user calls a PepePhone number which is not available, the call is automatically diverted to a number provided for the service by JSC. This collects all the information about the call: the number calling, the number called, the date and time. This information is sent to the Operator's Web Server, which decides what to do with it and, where appropriate, sends an SMS notification to the Pepephone subscriber with information about the missed calls.

Features of the service

1. Online Notification of missed calls via the web service.

2) Full control of the details of the service by the MVNO:

- **In the basic mode:** the system simply informs the Operator of the missed call, and it is the Operator that decides on the form, content, etc, of the notification.

- **In the most advanced mode:** JSC Ingenium can fully manage all missed call warnings, up to sending the SMS notification, including:
 - Accumulating notifications in one SMS
 - Promotional messages
 - Eliminating redundancies

3) Suitable for all calls: mobile or fixed, national or international, even if it is an unknown or protected number



Technology

JSC application server engine | Advantages

The main advantages of the solution provided by JSC Ingenium are:

1. Standard Network mechanisms are used to provide the service, so the Host Operator is not involved at any point.

2. No added telephony cost. None of

the subscribers involved will incur the cost of the call.

3. Immediate deployment: JSC Ingenium has infrastructure already deployed which can host this service, so no hardware or software investment is necessary.

PEPEPHONE

Pepephone is Globalia's mobile telephony company. Globalia is the largest group of tourism-based companies in Spain, with a turnover of 4,000 million Euros in 2008.

Pepephone uses Vodafone's coverage. It is best known for offering one of the most economical tariffs in the market, and also for the scheme in which it credits a subscriber's telephone spending in Euros to services from the Group's companies, such as free flights with Air Europa, a 50% discount on car hire, etc.

www.pepephone.es

JSC INGENIUM

JSC is the division of the Ingenium Telecom Group which specialises in developing and implementing software components for Mobile Networks. JSC Ingenium provides all the core components required for Mobile Virtual Network Operators, and together with our partners we also supply all the billing and management software, thus offering complete solutions. Most of these components have been developed by JSC Ingenium, on a common communications platform.

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