

Virtual Mobile

Two-Minute Briefing



Pioneered by Telsis, Virtual Mobile enables operators to create strong differentiation and new income streams. It does so by terminating text messages to single virtual phone numbers for instant delivery to in-network or third-party applications.

Traditionally, service providers or operators who wanted their applications to receive messages from all phone users, rather than those on a single network, had to negotiate terms with every other network operator, put in place multiple physical links, often of differing technical standards and publicise multiple response short codes. The alternative was to use an aggregator to shield them from the complexity. Either way, it is untidy, inefficient and costly, tolerated and worked with – but far from ideal.

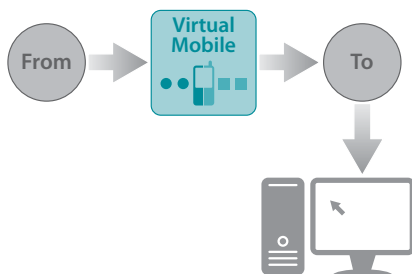
Virtual Mobile leverages the programmable intelligence and throughput of Telsis SMS Routing to achieve a greatly simplified scheme. Now, the service provider reaches a commercial agreement with one network operator and puts in place a single physical connection between its host system and the network. The operator issues a single Virtual Mobile number, which the customer advertises locally, nationally or internationally.

This brings a number of advantages to the operator:

- ~ Positions itself as single conduit between customer and all phone users
- ~ Receives all termination revenues – not just a percentage.

Virtual Mobile also brings advantages to the service provider:

- ~ Negotiates one commercial agreement with one operator, not many
- ~ Creates, maintains, one link between host and network, not many
- ~ Advertises one Virtual Mobile number for less complication, lower costs, stronger response, and greater revenues
- ~ Option to provide voice and SMS services on a single number.



Virtual Mobile is being used by operators to power increasingly creative collaborations with brands and service providers. Vodafone's work in the UK with the catalogue retailer Argos is an example.

To find out whether a catalogue product is in stock at their nearest Argos store, phone users on any network simply text a single dedicated number. Vodafone's implementation of Virtual Mobile forwards the messages to a host system operated by Argos which returns stock confirmation and invites a second text message from the consumer to reserve the item for 24 hours.

Virtual Mobile also means operators with innovative services to offer are no longer constrained to their own subscriber base. Virtual Mobile enables them to consider every phone user on every network a potential customer.

One example is of an operator whose geographical coverage includes a holiday destination or other places which regularly see large numbers of visitors. Advertising a single number it attracts phone users from all networks to a service providing guide details, barcodes for access to attractions, competitions and other information such as the location of nightclubs and restaurants. Behind the number is a bot that recognises the language and nature of the question and provides the right response in the users' native tongue.

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