

Boosting revenues by web-to-phone call service for roaming and Web 2.0 users

TeamSpirit® WebMate for Telecom Operators

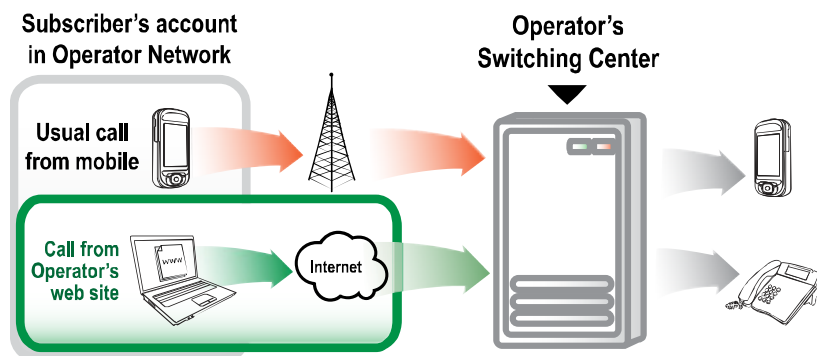
Voice communication over the Internet has become an everyday commodity, much like phone calls. It is particularly popular for long distance calls, since people prefer saving money, even despite considerable inconveniences of VoIP: user needs to install a VoIP application and maintain an account for PC-to-phone calls, while the call receiving party is confused by the absence of habitual CallerID.

However, VoIP is traditionally considered rather a threat for telcos, biting a piece off the roaming part of the revenue pie.

SPiRiT offers the way to make a voice over IP service not only convenient for users, but also beneficial for telecom operators, without cannibalizing their revenues from traditional services.

TeamSpirit® WebMate is a complete client-server software solution that can be a perfect complement to carrier's UC strategy.

WebMate enables in-browser voice and video calling and call termination from the web into operator's network, where these calls are managed and routed like all other calls, to mobile and landline phones, and charged like any other calls from the home network.



With WebMate telecom operators can extend their service offering with the following revenue-generating services:

- Voice (and optionally 3G video) call service from operator's web portal to mobile or landline phones
- Web-to-phone call forwarding service for community-focused web sites: dating services, social networks, blogs and forums, etc.

Voice Calls from Carrier's Web Portal for Roaming Subscribers

According to some researchers' estimations, up to 1/3 of subscribers turn off their mobile phones being outside the home network. At the same time, the human need in communication and staying in touch does not diminish while being abroad.

Most people make only scarce short calls and are forced to avoid any more or less comprehensive conversations.

Some people use VoIP applications, which implies troubles either for caller or for called party (or both): additional applications and accounts for the former, and the absence of the proper caller identification for the latter. In case of PC-to-PC calls, the called party has to install a separate VoIP application as well.

Besides economy reasons, there can be technical factors of not using a phone, e.g. different protocols (GSM/CDMA).

WebMate enables the web-based call service that can relieve all the parties of the inconveniences.

Benefits for Operators

- Extra revenue from subscribers who otherwise refrain from calling in roaming and/or use separate VoIP applications
- Subscribers' loyalty growth thanks to convenience and high quality of the service

Benefits for Subscribers

- Roaming savings, as calls from Operator's web site are charged as calls from the home network
- No need for external applications and accounts for paid PC-to-phone calls, as calls from the carrier's site are paid for from subscriber's existing account
- Called subscriber receives an ordinary phone call with regular CallerID
- Called subscriber has no need to use PC and VoIP application, unlike in case of PC-to-PC calls

Applications

- Voice (and optionally 3G video) call service from operator's web portal
- Voice (and optionally video) communication with operator's Customer Support Service on operator's web portal
- Web-to-phone forwarding service for community web sites: dating, social networks, blogs, etc.

Voice (and, in 3G networks, video) calls can be made directly from the operator's web portal. A call initiated by a logged in subscriber from the portal, appears as if made from the subscriber's original phone inside the home network. It enters directly into the carrier's PLMN/PSTN switch and is billed by the existing BSS. Such calls are charged as local, not roaming calls, according to the subscriber's current pricing plan. This encourages subscribers to have as long talks as they need.

The service helps to strengthen subscribers' loyalty and ARPU, by creating an extra revenue flow from subscribers who currently use separate VoIP or simply refrain from making roaming calls.

WebMate-based services can not replace habitual ad hoc and urgent roaming calls, as most of them are made when no PC is available at all. Thus carriers' roaming revenues are kept at the traditional level.

Web-to-Phone Call Forwarding Service for Web Communities

Telecom providers should focus on the following: 1) Exploit opportunities by enabling mobile social networking in current "closed" networks to capture a share of potential revenues, which are forecast to reach between US\$22 billion and US\$52 billion by 2012, and 2) partner with existing social networking players to proactively develop the capabilities required for success, including experimenting with new revenue-generating services.
"The changing face of communication" Analysis IBM Communications Sector, December 2008

WebMate allows operators to expand their service offering with web-to-phone call forwarding option for community-focused Internet sites, e.g. social networks, blogs and forums, dating services, etc.

This option enables community members to call each other right on the web site, and receive calls on mobile phones when they are offline, while no personal contact data (mobile numbers) are disclosed. A user just selects an option at the personal account page that web calls are forwarded to his/her mobile (or landline) phone, always or only when he/she is offline. Telecom operator routes the calls incoming via the partner community web sites to mobile phones of these sites users, who are also the telco's subscribers.

Web calls are free for users making calls and are paid for by the called party, as the option of web-to-mobile forwarding is a paid service for the subscribers who choose to use it. This option will increase overall user involvement into the service and thus generate additional revenues for both site owners and operators.

Communication Scenarios

TeamSpirit® WebMate enables various voice and video communication scenarios:

- Voice call from the operator's web page to mobile or landline phones
- Voice and video web-based communication on the operator's site (e.g. with the Customer Support Service)
- Personal and multi-user voice and video conferencing on the web site
- Web-to-mobile call forwarding: users of a partner Internet service can choose to let others call their phones from this web service; the call is automatically forwarded to his/her mobile (or landline) number.

Technical Features

The core of WebMate is the innovative carrier-grade TeamSpirit 3.0 Voice&Video Engine that ensures the highest voice and video quality and reliable performance.

TeamSpirit successfully solves all issues encountered in IP communications (delay, jitter, synchronization, noise, echo, packet loss, etc.) and provides the best possible user experience. No matter what kind of IP network (cable and wireless) subscribers use to access the operator's web site and make a call, the quality is always excellent.

- Highly optimized voice codecs
- Network and WiFi adaptation and Automatic Rate Selection to adjust the codec's bitrate to changing transmission conditions (flow bandwidth, packet loss, jitter, etc.)
- PLC to hide transmission losses and built-in recovery algorithms to restore lost packets
- Efficient echo and noise cancellation

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