



Vision

"To serve a global set of value added service providers in telecommunication industry with a system that increases their business operations and support efficiency"



A Universal Platform to Enable Multiple Communication Services related to VAS segment like SMS, Email, Autodial & eFax which is expandable to other New Services as well.



An Enterprise Grade Independent Solution– A Scalable Architecture which is expandable enough to increase the additional load by integrating hardware. Load can be easily transferred and increased without much customization.



500 TPS Lab Tested– Presently new architecture supports 500 TPS, but aiming to achieve 1000 TPS as a part of roadmap.



Expandable to Add Multiple Services as per business requirement and can be re-utilize existing platform for adding additional hardware to integrate more Value Added Services.



Single Recharge for Multiple Services- The System supports central recharge feature where all the services can be used from the same account.

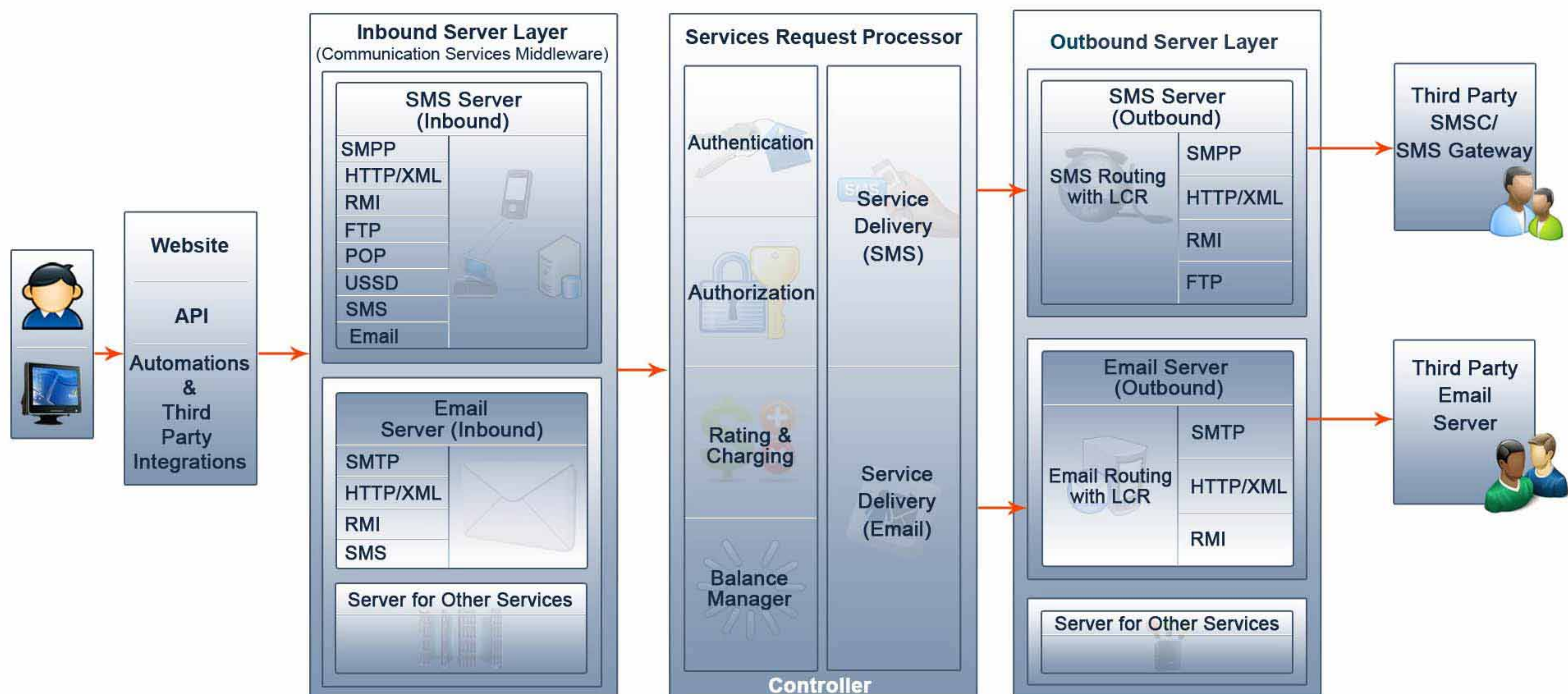


Key Features/Enablers

- Sending Service Management with Least Cost Routing
- Product Catalogue Management for adding new Services
- Subscriber Management
- Administration
- MIS Reporting
- Filtering
- Auto Notifications
- White Label Solution - Reseller



System Architecture



TeleOSS Scalable Architecture consists of three main sections:

1. **Inbound Server Layer:** To receive services using different Protocols and scalable to add servers for additional services.
2. **Service Request Processor (Controller):** For User & Content Authentication & Authorization and Rating & Charging of Units and Managing Balance.
3. **Outbound Server Layer:** To deliver services using different Protocols and scalable to add servers for additional Services.



Different Supported Protocols

- SMPP
- RMI
- XML
- SMS
- USSD
- HTTP
- FTP
- POP
- SMTP
- Email



General Features



Sending Service Management

- Configurable TPM (Message per minute)
- Static Routing
- Queue Management
 - Efficient use of memory & Database queries



Product Catalogue Management

- Set Queuing Standards
- Create your own Services
- Set Pricing of the set Services



Subscriber Management

- **User Management**
 - Add, Edit, delete user
- **Account Setting**
- **Balance transfer setting**
- **Change service setting**
- **Cross service recharge settings**
- **Configure User Service**
 - Change user service
 - Only configured service will be shown
 - Cross service charge will apply if configured
- **Balance Management (Recharge)**
 - Different types of actions are available to handle different situations
 - Credit Back: Give SMS to user to handle some situation where user account is debited unnecessarily
- **Promotional Offer:** Add SMS in user account as part of promotional offer
 - Recharge: Do recharge as per bill
 - Debit: Deduct SMS from user account
- Confirmation SMS and Email will be sent to user.
- **Account Ownership Management**
 - Change Sales Person / Relationship Manager
 - Change Account owner
 - Account owner can assign his account to his subordinate.
- **Reset Password Setting**
- **Traffic Control**
 - You can pause account of any user
 - Limit SMS with TPM restriction
- **Manage Company Group**
 - Grouping the company to facilitate Balance Transfer



Administration

- **Admin Dashboard for Users**
 - User Profile
 - User recharge and account information
 - User last week usage graph
 - Admin can see above information of any user, and use quick links to take fast action for any issue
- **Recharge Control**
 - Assign limited SMS, E-mail and validity days to each admin user
- **Rights Management**
 - Control Administrative system
 - Recharge Rights
 - User Creation Rights
 - Sending Service Creation Rights
 - Multiple Sender ID and Domain Setting Rights
- **Password Policy**
 - Configure your own policy
 - Password will be stored in database in encrypted format.
 - HTTPS is available for login if user has own certificate.



MIS Reporting

- Delivery Reports
- User Wise Reports
- Date wise Reports



End User Features

- User Dashboard
- Customer Management
- User Management
- Group Management
- Sending Management
- Report Management
- Back-end Services
- API (This feature is not available in Email Module)
- Communication Efficiency Management



Auto-Notification

- **To Users**
 - Recharge, update profile, Password change, Weekly Usage report, balance expiry, failed sms, account activation
 - All SMS and Email are configurable for finer control for marketing
- **To Admin**
 - Daily/Monthly top 10 users
 - Daily balances
 - Monthly/Quarterly actual & estimated usage
 - Validity Expiry



Client Communication

- **Online alert for user**
 - Inform about any upgrade or issue
 - Show simple text or give file to download
- **Rich search criterion**
- You can review list of User
- Inform Customers through mail or SMS

Below mentioned are the features supporting SMS and Email Module. Features supporting eFax and Autodial module are in Road Map. As per customer requirement, we can deliver them with customization of additional modules.



SMS Supported Features



Sending Service Management

- **Supported protocols**
 - Supported protocols are SMPP and HTTP
 - Configurable HTTP and SMPP parameters making it easy to integrate with SMSC.
 - Configurable service offerings
- **Configurable TPM (Message per minute)**
- **Restrict SMS by time**
- **Static Routing**
- **Queue Management**
 - Efficient use of memory & database queries
- **Dynamic Routing**
 - Map offered services and sending service.
 - Give service to customer as per your service commitment
 - Intelligent routing between SMSCs' for better services when any service is down.
 - Configurable options of operator, user, Sender ID and holding time for finer control on SMS sending.
- **Least Cost Based Routing (LCR)**
 - SMS will be route based on cost, so we can efficiently use the service providers.
 - Define maximum and average cost per offered service.
 - Define cost of Sending service
- **Manage Failed SMS**
 - For API users, if there is any problem in his account like password is wrong or balance is exhausted then all SMS will get stored, so we can review it and inform customers about it.



Product Catalogue Management

- **Set Throughput of the Services**
- **Set Operator wise Charging**



Subscriber Management

- **Manage Sender Ids**
 - Add/edit/delete Sender Ids
 - Set default Sender ID for user account
 - Check if Sender ID is available or not
 - Online Sender ID requesting option for users



Administration

- **Live Traffic Monitor**
 - Service wise Queuing & Sending status, User wise traffic status and many more in a single Panel.
 - Live Status of Delivery Reports in the same panel
 - Track, monitor and control live traffic
 - Control of all the services, user traffic, contingency options, etc.
- **Test SMS Sending**
 - You can test each service with just one click



MIS Reporting

- **Sender ID wise Reports**
- **Summary Reports**



Filtering

- **Block Mobile**
 - Stop SMS sending on specific mobile numbers
 - This can also be done user wise
- **Message Blocking**
 - Enter words or sentences to be blocked



Email Supported Features



Sending Service Management

- **Manage Failed Email**
 - They can track undelivered emails, user review, total sent emails, URL visit, Output and user interface.
- **Supported protocols**
 - Supported protocols are SMTP



Subscriber Management

- **Manage Domain Setting**
 - Add/edit/delete Domain Setting
 - Set default Domain Setting for user account
 - Check if Domain Setting is available or not
 - Online Domain Setting requesting option for users



Administration

- **Test Email Sending**
 - You can test each service with multiple SMTP Server



MIS Reporting

- **Domain wise Reports**



White Label Solution

A Universal White Label Platform (Module) above TeleOSS that can also be availed. This Module supports email, sms, autodial & efax Value Added Services in a way a reseller can re-brand and resell the services with their own service offerings and own branded website and brand name.



White Label Solution Features

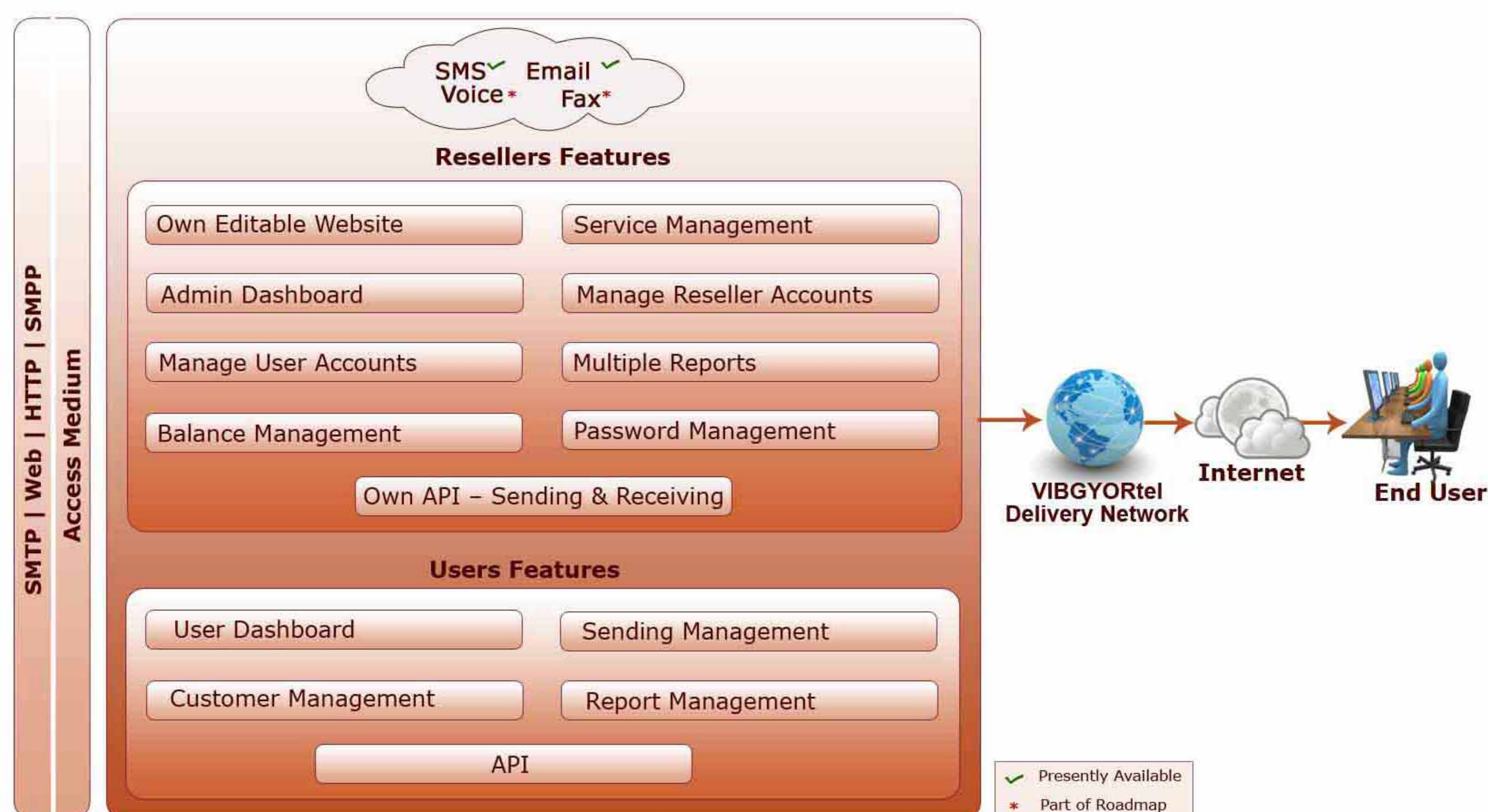
- Create 'n' number of resellers
- Resellers can create resellers upto 4 Levels
- Reseller can configure his web site's look through GUI screen
- Reseller can select his own template
- Own Editable Website
- Admin Dashboard



Reseller Features

- Service Management
- Manage Reseller Accounts
- Manage User Accounts
- Balance Management
- Reports
 - Top 10 users (weekly, fortnightly, monthly)
 - Top 10 resellers (weekly, fortnightly, monthly)
 - Detailed log of SMS of users
- Process of sender ID approval
- Password Management
- White labeled API – Sending & Receiving (to be used by his customers/resellers)

White Label Services



Why Us?

We have established ourselves and proven our efficiency to offer a complete customizable platform that can adapt to new Business Environments. We at Aruhat offer following services for TeleOSS:

1. **Installation and Implementation:** A complete installation of product along with additional hardware installation as per customer requirement and Implementation as per the Business process of the Organization.
2. **Customization and Integration:** We believe every Enterprise Solution as to be Customized as per the Organizations Requirements, Systems and Processes. So we Customize our Solution as per Customers, Business Requirement and Integrate it with their Applications for smooth functioning.
3. **Training:** We help clients in providing complete product training to the System Users to carry out the functioning, operations and issue resolutions.
4. **After Sales Remote Support:** Various SLAs are available to choose from for the Customers to get the level of support they expect.



Aruhat Technologies Pvt. Ltd.

Aruhat Technologies Pvt. Ltd. incepted in the year 2004 in Ahmedabad, India, growing with an Annual Growth Rate of 40% since its inception has 1000+ Customers across the World and comprises of 80+ Personnels with 200+ man years of corporate experience. Aruhat's mission is 'to build a self sustainable organizational platform of growth and opportunities for employees, customers, partners, and shareholders'.

Aruhat caters diverse set of Global Customers & Partners and is an technology & solution enablers in a) communication services, b) security & network services, c) large scale systems implementation & integration, d) web application development & support, e) mobile application development & support and f) web data extraction.

Aruhat's current service portfolio contains SMS, eMail, Voice Message, eFax, Web Development, Web Design, Data Processing, Web Data Extraction, Data Merchandising, Implementation of Mail Servers, Ticketing Systems, CRMs, Mobile Applications for smartphones like Android, iPhone & Blackberry.

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