SIGNALLING GATEWAY & OPEN SIGNALLING GATEWAY

SGW

SIGNALLING GATEWAY

Signalling Gateway (SGW) is Concurrent Systems' carrier-grade platform for communicating between subscribers and applications in real-time. SGW combines USSD, subscriber information lookups and SMS in a single communication platform, with unlimited USSD transactions and subscriber information lookups, at an industry-leading price.

Open Signalling Gateway (OSG) is the same high performance signalling gateway combining USSD, subscriber information lookups and SMS at a competitive price point. Choose between SGW and OSG depending on your specific needs without compromising the quality and performance of the gateway.

REACHING SUBSCRIBERS CONNECTING MARKETS «

SGW & OSG FEATURE COMPARISON

Open Signalling Gateway offers essential high-performance bearer integration, while the full Signalling Gateway option adds traffic shaping, analytics and a USSD menu portal.

KEY FEATURES:

	SGW	OSG
Unlimited application originating and application terminating USSD messaging	●	●
Unlimited subscriber information lookups, including location lookup	●	●
Application originating and application terminating SMS	●	●
Standard 5 SMS messages per second, expandable subject to licensing	●	●
Feature-rich user interface for configuration and administration	●	●
Intelligent routing and traffic policy management	●	
Smart load balancing across multiple gateways	●	
Diameter-based charging	●	
Proprietary and open standards API's for third party integration	●	●
Transport layer security (SSL) support for secure third party communication	●	
Real-time USSD message embellishment	●	
USSD menu portal and menu creation environment	●	
SNMP and SMTP alarms	●	
Support for Arabic and Western Characters (Unicode)	●	
SS7 Stack included	●	
Transactional analytics by third party or short code	●	
Detailed system health dashboard	●	

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SGW & OSG PROVIDE A NUMBER OF BENEFITS:

❯❯ Operators

- High speed – 200ms USSD transaction turnaround
- Stable & reliable - 99,999% uptime
- Small footprint – 2U rack space per gateway node
- Low cost – leverage existing GSM infrastructure
- Session-based interactive communication channel
- SMS and USSD push communications
- Roaming – USSD roaming back to home network
- Unified communication channel for innovative value added services

- Subscriber self-care though USSD and SMS, reduces call centre load
- Tap into the feature phone and smartphone markets
- Subscriber information and location lookups enhances your service offering
- Software subscription model for regular updates

❯❯ EXAMPLES OF HOW SGW OR OSG CAN BE USED

GSM networks can provide low cost USSD services to deliver a multitude of innovative services to enterprises and subscribers. Whether to rapidly deploy VAS services, integrate machine-to-machine communications or lookup subscriber information, Concurrent Systems' SGW and OSG offer reliable and cost-effective solutions to meet different Communication Service Provider (CSP) needs.

Mobile banking

An operator's mobile subscriber base can conduct financial transactions through mobile devices. Access both feature phone and smartphone subscribers with USSD and SMS integration to mobile banking.

Messaging centre

A single USSD menu where the subscriber can navigate and interact with all services on offer.

Location-based services

Allow services to target a selected audience at a specific location to provide relevant information such as advertising, or discounted rates in that specific location.

Machine-to-machine (M2M)

M2M enables wireless systems or devices to communicate with each other using USSD as a low cost and reliable alternative to GPRS or 3G communications. This communication channel has been successfully utilised in areas such as transportation, agriculture, asset tracking, utilities (water and electricity) and many more.

Mobile advertising

Intercept outbound USSD and SMS messages from your own services and enhance these with targeted marketing messages.

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