



VAS over Cloud

Ethrix Business Product Suite



Ethrix Visual Voice Mail Smartphone Interface (Android)

See page 26

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Preface

Ethrix EVoIP Business Value Added Services

These days, telephony operators (mobile and landline) must be increasingly innovative in offering new services and creating new business models, in order to maintain market presence. It is relatively easy to establish new IP-network-based or virtual operator businesses, and the number of competitors is growing constantly.

Advances in technology, growing competition and new regulations enforcing number portability make it very easy for subscribers to leave one operator and transfer to another. The same factors drive prices down.

In addition, over-the-top voice services such as Skype are diverting private users and even business users away from conventional telephony operators.

All of these circumstances make it more challenging for operators to derive steady revenues from traditional telephony services and packages, and to guarantee customer loyalty.

In the case of business subscribers, in order to retain existing customers and attract new ones, the operator must offer highly effective value-added services, which mesh so closely with the business's operational workflow that it literally can't do without them.

Enterprises have the choice of purchasing Ethrix value-added services from operators, or purchasing a business VAS solution directly from leading System Integrators (SIs) who implement Ethrix solutions, thereby eliminating the service fee charged by the operator.

This document describes **Ethrix's Business Product Suite** – a collection of state-of-the-art, value-added telephony services, which are extremely compelling or even crucial to today's businesses. As such, they are attractive new revenue generating opportunities for operators, and a way to strengthen the business relationship with the operator's larger subscribers.

All products in the Ethrix business product suite are implemented over Ethrix's [EVoIP VAS over Cloud Platform](#), allowing them to be quickly and easily deployed on the operator's private cloud, on a dedicated server pool using standard, off-the-shelf servers from vendors such as HP, IBM and Dell, or on a public cloud if conditions are suitable. Since the operator's existing cloud is used, this requires no additional overhead in terms of floor space, maintenance, spare parts, power usage, etc. All of the products are fully customizable by the operator and configurable by the business subscriber, using Ethrix's simple and intuitive web or smartphone applications.

Benefits of Ethrix EVoIP Business Value Added Services

This section describes the benefits that all Ethrix EVoIP Value Added Services provide for telephony operators. Some additional, product-specific benefits are described in the sections about each service.

- The mobile phone plans that operators sell to business subscribers are usually offered at a capped or flat rate, reducing the profits that an operator can expect to make from a business customer. Value-added services are additional products that are crucial to many businesses, and as such are attractive new assets for revenue generation.
- Mobile phone plans are not enough to forge a strong tie between the business subscriber and the operator and promote customer loyalty. In order to retain existing customers and attract new ones, the operator must offer the business subscriber highly effective value-added services, that mesh so closely with the business's operational workflow that it literally can't do without them. All the products in the Ethrix VAS business suite fill this role.
- Because the services are implemented entirely in the operator's existing private cloud, they require no additional overhead in terms of floor space, maintenance, spare parts, power usage, etc.

Abbreviations

| Abbreviation | Description |
|--------------|---------------------------------------|
| ACD | Automatic Call Distributor |
| ASR | Automatic Speech Recognition |
| CRBT | Custom Ring Back Tone |
| EVoIP | Ethrix Voice & Video over IP platform |
| KWS | Keyword Spotting |
| OTT | Over-the-Top |
| VAS | Value Added Services |
| VM | Voice Mail |
| VN | Virtual Number |
| VVM | Visual Voice Mail |

Ethrix Audio Conferencing

Introduction

As business continues to become more globalized, and companies maintain sites at various locations all over the world, audio and video conferencing solutions are turning into key communication tools for large and medium-sized companies. A global business's employees, who work in distributed teams, must be able to communicate regularly and conveniently, and the business also needs to be able to hold conferences with its customers, who can potentially be anywhere in the world.

The Ethrix Conferencing service is an advanced audio conferencing solution, enabling businesses and their customers to exchange information while maintaining personal interaction, when face-to-face meetings are not possible.

The Ethrix Conferencing solution includes client applications for both web and smartphone, supporting advanced options for conference management.

Ethrix Conferencing is an operator-hosted service based on Ethrix's [EVoIP VAS over Cloud Platform](#). It is quickly and easily deployed, and fully configurable by the business subscriber.

Key Features

- Audio conferencing for multiple participants
- Smartphones, tablets, mobile phones, landline phones and VoIP softphones supported as end devices
- Client applications for web and for smartphones running IOS, Android or Windows Phone
- Multiple scheduling possibilities: one-time or recurring meetings, scheduled in advance or set up on-demand
- Client application features:
 - ◆ The active speaker is highlighted, and the current number of attendees is displayed
 - ◆ Retrieve pre-entered data regarding each attendee (e.g. Facebook picture and personal details)
 - ◆ Start a private chat or send a message to a single attendee or to all attendees
 - ◆ Switch to a private conference with a single attendee, and then back to the main conference room
 - ◆ Special features for the meeting controller:

- Transfer meeting room control to another attendee
 - Control multiple meeting rooms in parallel while easily switching between the rooms
 - Mute or disconnect one or more attendees. Coach a single attendee via private conference.
 - Record any meeting room. The recording can then be played back and shared.
- Scheduled callback option for joining a meeting: an attendee may enter his or her phone number and request to be called when the meeting starts
 - SMS or email notifications to attendees before a meeting starts
 - Both the business subscriber and the operator receive detailed reports showing conference call statistics (number of calls and participants, call times and durations, use of special conferencing features). This allows the business to analyze the amount of time and money spent on conference calls and manage them accordingly, and provides the operator with data for billing purposes.

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Benefits for Business Subscribers

- A reliable, high-quality audio conferencing solution, enabling its employees and customers to exchange information and manage distributed projects while maintaining personal interaction
- The business subscriber enjoys the benefits of an advanced system, without expending any resources on installation, training and maintenance

Ethrix Automatic Call Distributor

Introduction

Every business that handles a large volume of inbound calls requires an Automatic Call Distributor (ACD) system to route incoming calls efficiently. A typical example is a call center, but ACD systems are relevant for any business that provides service over the phone or internet to a large number of customers. In addition, many small businesses handle peak periods by routing their call overflow to a call center, also requiring an ACD system.

Traditional ACD solutions involve high start-up costs and heavy hardware investments. By offering Ethrix ACD as an operator-hosted solution, the operator allows the business subscriber to enjoy all of the benefits of traditional ACD, without the high expense and complex deployment.

Ethrix ACD is based on Ethrix's [EVoIP VAS over Cloud Platform](#). It is quickly and easily deployed, and fully configurable by the business subscriber, using Ethrix's simple and intuitive web interface or smartphone interface/application.

Key Features

- Easy-to-use web or smartphone interface/application allows the business to configure the service according to its needs
- Call recording and retrieval – allows subscribers to record calls, search them according to call details, and retrieve them for various purposes, such as process analysis, monitoring quality of service, and providing a legal record of the conversation.
- For small business:
 - ◆ Automatic routing of call overflow to call centers at peak periods
- For call centers or large businesses:
 - ◆ Automatic routing to agents/employees according to logic defined by the business (round-robin, distribution by skill set, or other custom rules). The business can define groups of agents/employees according to skill set.
 - ◆ Call routing to external lines or additional call centers, enabling the business to reside in multiple geographical locations and allowing employees to work from home
 - ◆ Seamless, field-proven integration with IP Centrex systems enables routing to business extensions
 - ◆ Routing incoming calls to outbound agents at peak hours

- ◆ Distribution of service calls initiated through multiple channels: phone, email or web chat
- ◆ Collection of call statistics such as number of calls entered, number of calls abandoned, average call queue size, average wait time
- ◆ Message to the callers informing them of their number in the queue and the expected wait time

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- Operators may offer a “Personal Secretary” service to small businesses, in which the operator’s call center personnel answer calls routed from the business. This is an additional revenue channel.

Benefits for Business Subscribers

- Employees can work at multiple locations, including from home, while the business maintains a single, unified point of contact
- For small businesses:
 - ◆ Routing of call overflow to call centers during peak periods ensures that no transactions or new business leads are lost due to no answer
- For call centers or large businesses:
 - ◆ Callers are routed as quickly as possible to the most relevant agent or employee, increasing customer satisfaction
 - ◆ Efficient matching of caller to agent saves time, reducing person-hours
- The business subscriber enjoys the benefits of an advanced system, without expending any resources on installation, training and maintenance

Other Products of Interest

If you’re interested in offering the Ethrix ACD service to your subscribers, you may also be interested in [Ethrix Auto Attendant](#) – a “virtual switchboard” solution that complements Ethrix ACD by allowing the caller to provide routing input via IVR (digit tone or voice input).

Ethrix Auto Attendant

Introduction

Ethrix Auto Attendant is a state-of-the-art, richly featured “virtual switchboard” solution for the business sector, which allows your business subscribers to offer an enhanced caller experience, and increase the number of completed calls through efficient routing, forwarding and notification.

Ethrix Auto Attendant is a carrier-grade service (also known as “Network IVR”), based on Ethrix’s [EVoIP VAS over Cloud Platform](#), and implemented in the operator’s on-premise private cloud. Among its outstanding features is its complete flexibility and configurability. The business subscriber can easily tailor the service to meet the business needs, using the system’s convenient self-service web interface or its smartphone interface/application.

Key Features

- Quick and easy deployment as an on-premise service in the operator’s private cloud, requiring no proprietary hardware
- The business subscriber can use the system’s convenient self-service web interface or its smartphone interface/application to configure all features. The configuration interfaces support multiple languages.
- Automatic answer of incoming calls and playback of the configured CRBT (Custom Ring Back Tone) message
- Customized, hierarchical voice menu, which the caller navigates via dialed digit tones or spoken prompts. Following the caller’s choice, the system can:
 - ◆ Play back an informational message (regarding business hours, available products, the business’s web site address, etc.)
 - ◆ Route the call to an external number
 - ◆ If Auto Attendant is integrated with the operator’s or business’s IP Centrex system (an optional feature), it can route the call to a business extension. Ethrix integration with centralized IP Centrex systems is seamless and field-proven.
- The optional feature of operator premium numbers can provide additional revenues for both the business and the operator
- Automatic switch-over to alternative modes during the night, weekend, holidays or other special events (one-time or recurrent modes are easily configurable by the business subscriber)
- Voice mailbox for each line or extension

- Call recording and retrieval – allows subscribers to record calls, search them according to call details, and retrieve them for various purposes, such as process analysis, monitoring quality of service, and providing a legal record of the conversation.
- Optional integration with an SMSC provides additional features:
 - ◆ SMS notification regarding missed calls and new voice messages in the Auto Attendant voice mailbox
 - ◆ When prompted by the caller, the system can send an SMS containing:
 - (1) company information, such as its business address (2) a coupon
- Optional integration with other systems to support automated transactions, such as paying bills, ordering tickets, or retrieving personal information

“A Day in the Life” of an Ethrix Auto Attendant Business Subscriber

To give you an idea of how your business subscriber might use the Ethrix Auto Attendant service, here is a typical usage scenario.

Best Deal is a small used car agency. Dan, the business owner and manager, handles sales contracts. Dan's two employees, Alex and Louise, deal with customers, test drives, and car pickups and drop-offs. Dan would rather not hire a secretary to answer phone calls, and instead has purchased a low-cost Auto Attendant service solution from his telephone provider.

On Thursday morning, Maria, a prospective customer, calls Best Deal. She is greeted with a recorded message: "Thank you for calling Best Deal. To hear our business hours, please press 1. To reach our first available agent, please press 2. If you know your agent's name, say it now to forward your call."

Maria only wants to know Best Deal's business hours, so she presses 1, listens to the recorded message, and hangs up. Maria got the information she needed, the call was completed, generating revenue for the telephone provider, and Best Deal's employees' time was not wasted on a routine task.

On Thursday afternoon, Tim calls Best Deal. He's anxious to close the deal on a car that he test-drove yesterday, before someone else buys it. He wants to talk to Alex, the agent who served him before. After the message prompt, he says Alex's name. The Ethrix system, trained using Automatic Speech Recognition (ASR) technology to recognize all the employees' names, routes the call to Alex's extension. But Alex is out on a test drive and doesn't pick up. After five rings, Ethrix routes the call to Alex's mobile phone. Tim speaks to Alex, who promises to

reserve the car for Tim. Two transactions were completed that otherwise could have been missed: the car sale, and the phone call.

Another customer, David, calls at 19:05 and wants to speak to Dan, but the office is already closed. Auto Attendant has automatically switched over to night mode, so David hears a message informing him that the office is closed, and allowing him to leave a message, which David does. Auto Attendant sends Dan an SMS informing him of the pending message. Dan can then choose whether to pick up the message, if he thinks it may be important to get back to the customer that same evening.

Friday is business-as-usual, but a three-day national holiday starts on Tuesday. Dan has decided to give his employees Monday off as well. The Auto Attendant system will switch over to holiday mode automatically on Tuesday. Before leaving on Friday, Dan quickly configures an ad-hoc one-day event on Monday with an appropriate message. Anyone calling during the holiday or vacation will receive the information that Dan has chosen to give them: when the business will next be open, and a number to call in urgent cases.

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- In addition to the Auto Attendant service fees, there is an option to increase revenues with premium numbers
- Increased call completion to the business subscriber translates to increased revenues for the operator

Benefits for Business Subscribers

- Even small businesses can convey a professional, polished image through the caller experience
- The configurable greeting message may optionally be used as an advertising channel, or to convey information about the business
- Consistent, targeted assistance to callers
- The time that a receptionist must spend handling phone calls is reduced or eliminated
- Some customer needs are met in an entirely automated fashion, without the need to engage an employee
- The rate of call completion is greatly increased, due to automated call forwarding and notification of new messages, leading to higher transaction rates and promoting customer satisfaction

- Option to increase revenues with premium numbers
- The business subscriber enjoys the benefits of an advanced system, without expending any resources on installation, training and maintenance

Ethrix Call Recording and Retrieval

Introduction

Ethrix's Call Recording and Retrieval service allows subscribers to record incoming and outgoing calls, and to search the call database according to various filters and retrieve selected calls. Typical customers of this service are call centers and service departments of large companies, who use call recording to monitor service quality and enable training, and businesses such as banks or brokerages, who may be required to produce proof of transaction requests.

Typically all calls are recorded in order to provide full coverage, but only selected calls are retrieved and purchased. Business users use Ethrix's search features, including the option to create custom filters, to search their call database according to details such as the calling number, the time and duration of the call, or specific keywords mentioned in the call. When they find the call they're interested in, they purchase it from the operator.

The operator can charge fees both for the ongoing recording service and for selective call purchase. The operator can define different Service Level Agreements as to how long the calls are stored and backed up on the operator's system.

Ethrix Call Recording is based on Ethrix's [EVoIP VAS over Cloud Platform](#). It is quickly and easily deployed, and fully configurable by the business subscriber, using Ethrix's simple and intuitive web interface or smartphone interface/application.

Key Features

- Subscribers filter and select the messages they require, according to calling number, date, time and duration of call, and words mentioned in the call (identified by [Keyword Spotting](#))
- The retrieval process is managed by a web API, by IVR (Interactive Voice Response) or by smartphone application
- The selected messages are obtained batch delivery or links to the messages
- By default, all calls are recorded, but the subscriber may also define selective logic for call recording. The subscriber can specify conditions that trigger call recording, such as a specific calling number or called number, or the time of day. Recording can also be triggered on-the-fly for an active call.
- Recorded calls are stored in standard audio formats, such as mp3.

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Benefits for Business Subscribers

- Service calls can be monitored for quality and training purposes
- Recorded calls can be used to provide legal proof of transactions that occurred during the call
- The business subscriber enjoys the benefits of an advanced system, without expending any resources on installation, training and maintenance

Ethrix Virtual Number

Introduction

Nowadays, there is accelerated growth in the number of web portals that connect between internet users, for the purpose of commercial or social interactions. These interactions are often of a temporary or private nature, and portals are increasingly aware of the need to maintain their users' privacy while enabling quick and direct contact.

Ethrix Virtual Number service provides an elegant way to address this challenge. It allows the portal to assign virtual mobile phone numbers to its users. The portal can offer the virtual number feature on its site, or via smartphone application. Calls to the virtual number are automatically routed to the portal user's personal number, while the personal number itself is kept confidential. The user has several convenient options to control whether and when he/she answers calls to the virtual number. The web portal can configure its own branded message, optionally containing advertising information, to be played back to the caller prior to the call connection. (For example: "Thank you for calling SellIt, the number-one online vendor for second-hand goods...").

Typical business customers of this service are social portals, dating sites, and classified ad sites. The service is also of interest to small businesses, which use virtual numbers to extend availability while still allowing separation of business calls from private calls, and metering the effectiveness of ads according to usage of their related virtual numbers. Private users, who wish to be able to manage calls from certain sources, are also potential customers of the service.

Value-added telephony services for web portals are becoming so crucial that many portals consider implementing them independently, leaving operators in the diminished role of communications provider. It is therefore advantageous for operators to establish themselves early as the providers of these services. After the one-time deployment of the Ethrix Virtual Number service on the operator's private cloud, the operator can then offer the service to many customers, opening up the new and valuable business sector of web portals.

Ethrix Virtual Number service is based on Ethrix's [EVoIP VAS over Cloud Platform](#), and implemented in the operator's on-premise private cloud. It is a robust, highly-available and secure system, with a powerful, flexible API. The business user or private user can configure the service using Ethrix's web interface or smartphone interface/application.

Key Features

For the business customer (the web portal):

- Allocation of virtual mobile phone numbers and assignment to users' personal mobile numbers
- The service can be tailored to the needs of the web portal, including defining a specific call flow, creating a branded answering message, and determining which configuration options are offered to the portal user
- Automatic, optimized management of a limited pool of virtual numbers. When usage of a virtual number goes below a certain rate, the user is prompted to extend its use, otherwise the number is returned to the pool of available numbers.
- Virtual numbers can be premium numbers, whose additional cost is charged to the callers
- Collection of virtual number call statistics (number of calls, call time and length) allows the business to analyze virtual number usage in relation to the associated ad or profile. This allows the business to make recommendations to its users about the ad or profile features that promote call traffic.

For the portal user (who is assigned a virtual number):

- Calls to the virtual number are forwarded to the user's personal number
- The user configures the days and hours during which calls will be forwarded from the virtual number. For instance, the user can specify that calls received during evening hours or during the weekend will be forwarded to voice mail.
- Indication of calls forwarded from the virtual number allows the user to choose whether to accept or reject the calls
- A dedicated voice mailbox for each virtual number ensures that no lead is lost, even if the initial call wasn't answered. The user can retrieve messages by phone, secure web site or email attachment.
- SMS or email notification of new messages, with calling number and time

The Ethrix Virtual Number Business User:

What's the Story?

Here is a short "story" to give you an idea of how a web portal might use the Ethrix Virtual Number service.

SellIt is a web site that sells web advertisements for second-hand goods – anything from cars to books to home appliances. The customer buys ad space for two weeks, enters the ad's text on the web site, optionally inserts a picture of the item being sold, and pays by credit card.

Two months ago, SellIt decided to enhance its product with Ethrix's Virtual Number service. Customers are now offered, at no extra charge, the option to rent a virtual number while their ad runs. Using a few checkboxes added to SellIt's interface, the customer can now choose whether to use a virtual number, and when to receive its calls.

Ted is selling a used car on SellIt, and decides to use the new option. An available virtual number is chosen from a pool, and allocated for Ted's use. Ted chooses to receive calls only during evening hours, when he's not at work, but not over the weekend.

While the ad is running, Ted usually answers the related calls in the evenings. When a call comes in from the virtual number, Ted answers and hears a voice menu, allowing him to choose whether to accept the call or direct it to voice mail – an option he uses if he's busy, or just tired of answering. Ted can get back to callers at a later time, either by replying to the numbers in his list of incoming calls, or by listening to the virtual number's voice mailbox and replying from there.

Ted gets many responses to his ad, and doesn't miss a single caller, since when he doesn't answer, his voicemail does. He sells his car within three days. Through the SellIt site, Ted changes the status of his ad to "sold". His virtual number's answering message changes automatically to one that states that the item has been sold, and this message is played back to the dozens of interested buyers who call too late.

Seven days after Ted's car was sold, the Ethrix Virtual Number system identifies the fact that there have only been two calls to Ted's virtual number in the last five days. According to a rule that SellIt defined, Ted's virtual number is disconnected from his actual number, and returned to the pool of available numbers for reuse by SellIt.

During the two months of using Ethrix Virtual Number, SellIt's revenues have jumped, even though it doesn't charge its customers for the service. The virtual numbers are implemented as low-rate premium numbers, charging the caller and generating revenues for SellIt. And SellIt has pulled ahead of its main competitor, New2You, another ad web site, because people have heard about the convenience of the new virtual number feature by word-of-mouth, and New2You doesn't offer the feature.

A month later, when someone places a used-car ad on SellIt, they're advised by the site's interface to add a photograph of the car's interior as well as its exterior. By analyzing usage statistics of virtual numbers associated with car ads, SellIt has found that ads with interior pictures get 15% more traffic than those without, enabling them to help their customers make the most of their product.

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- The Ethrix Virtual Number service is an attractive product for web portal businesses, and can open up new possibilities for long-term business relationships with this sector
- In addition to Virtual Number service fees, additional revenue is generated by increased call completion and optionally by use of premium numbers

Benefits for Web Portal Businesses

- The convenience and protection of privacy that virtual numbers provide are a differentiating factor for the business's product
- Premium numbers generate additional revenues
- For businesses running ads of all kinds, virtual number usage monitoring allows the business to analyze the ads to discover which features promote traffic (for instance, publishing a photo along with the ad's text). This allows the business to give recommendations to its users, enhancing the value and effectiveness of their product.
- Virtual numbers, with their branded answering message, prevent ads from being "hijacked" and placed on competitors' sites.
- The virtual numbers' branded answering message is a new, extensively-used advertising channel for the web portal

Benefits for End Users

- For business end users:
 - ◆ Option to connect a business number to a personal number, while still preserving the ability to manage business calls separately
 - ◆ The virtual number's voice mail feature guarantees 100% call completion
 - ◆ Option to publish different virtual numbers through different advertising media (radio, television, web site, billboards) and collect usage statistics to see which medium is most effective
- For private users:
 - ◆ The user's privacy is protected, as his/her personal phone number is not published

- ◆ The user is not “harassed” by large quantities of calls from unknown parties, as the user can choose exactly when to receive calls from the virtual number or retrieve its messages.

Ethrix Click-To-Call and Pay-Per-Call

Introduction

Although online purchases are often completed entirely through web sites' self-service features, a significant proportion of customers would still rather talk to a representative before making a purchase. This could be because they're unused to self-service options, because they'd rather not enter their credit card number on a web site, or simply because they need more information about the product. Online retailers would like to make it as easy as possible for such customers to reach their business. The **Ethrix Click-To-Call service** provides just such an option.

When a customer chooses a web site's click-to-call option, he or she enters a personal phone number and clicks a button. This triggers the Click-To-Call service to establish a call between the customer and the business, and the call (which is free for the customer) is answered by the business's representative. The business can choose whether to route the call to its main number or directly to one of its sales or service departments, to shorten the process.

In addition to initiating the call, Ethrix Click-To-Call service logs information about the call, such as the web site that triggered it, the number of rings, the call duration or whether it was abandoned before being answered, and so on. This allows the business to analyze the calls directed from the web site, and to tune its service and advertising strategy accordingly.

The Click-to-Call service is attractive not only to online retailers but to any business that wants to promote sales or offer customer service through its web site.

In the Pay-Per-Call business model, a publisher of online (or printed) content becomes an affiliate of another business that wishes to advertise through the publisher. The publisher carries an ad containing the business's number, and is compensated for each call made to this number.

For example, a web site devoted to health and lifestyle topics might carry advertisements for gyms or weight-loss programs. When an internet user clicks on an ad banner and enters a phone number, this sets up a call between the user and the advertising business. The web site that displayed the ad receives payment for every call (lead) generated in this manner.

Optionally, the business number used for Pay-Per-Call is a premium number, immediately generating revenue for both businesses when it's called. Because it usually results in a conversation between the customer and the business, the Pay-Per-Call model provides a better

conversion rate of internet user to business lead than the well-known Pay-Per-Click model.

Other typical participants in the Pay-Per-Call model are Yellow Pages web sites or other business directories.

Call statistics that the Pay-Per-Call service provides allow the advertiser to perform "metering" – i.e. to analyze the number of calls from each source, and their times and durations, and thereby measure the effectiveness of ad placement on various web sites or printed media.

Value-added telephony services for web portals such as Click-To-Call and Pay-Per-Call are becoming so fundamental that many portals consider implementing them independently, leaving operators in the diminished role of communications provider. It is therefore advantageous for operators to establish themselves early as the providers of these services. After the one-time deployment of the Ethrix Click-To-Call and Pay-Per-Call services on the operator's private cloud, the operator can then offer the services to many customers, opening up the new and valuable business sector of web portals.

Ethrix Click-to-Call and Ethrix Pay-Per-Call are operator-hosted services based on Ethrix's [EVoIP VAS over Cloud Platform](#). They are quickly and easily deployed, and fully configurable by the business subscriber.

Key Features

- The service establishes a telephone call between an internet user's number and a business's number, following the user's request
- Configurable routing of the call according to the day and hour it was placed. Calls may be routed to the business's voice mail during non-business hours.
- The number used for pay-per-call may be a premium number, generating revenues both for the advertiser and the business that runs the ad
- The service generates call statistics reports as configured by the business subscriber, containing information such as the web site that triggered the call, call time and duration, number of abandoned calls, etc.
- For business directories such as Yellow Pages, if the first call made through Pay-Per-Call is not answered, the service can optionally continue down a list of businesses in the same category
- The service's rich, flexible API allows it to be easily integrated with web sites and CRM systems

- Optionally, success/failure of the call (or positive/negative trends in the call) can be monitored using Keyword Spotting (KWS) technology
- Option to save a list of numbers called through the service, in order to send them promotional SMS messages

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- The Ethrix Click-To-Call and Pay-Per-Call services are attractive products for web portal businesses, and can open up new possibilities for long-term business relationships with this sector
- In addition to the Click-To-Call and Pay-Per-Call service fees, there is an option to increase revenues with premium numbers

Benefits for Business Subscribers

- More transactions are generated through the business's web site, as creating a connection between the customer and the business becomes literally as easy as clicking a button
- A call directed from Click-to-Call or Pay-per-Call is identified as such and is preceded by an appropriate message, so that the business representative is aware of its source and can manage the call accordingly
- Call statistics enable "metering" – analyzing the amount, time and duration of calls generated through each web site or advertisement, allowing the business to tune its advertising strategy to be as effective as possible
- Implementing the pay-per-call numbers as premium numbers generates additional revenue

Other Products of Interest

If you're interested in offering Ethrix Click-To-Call/Pay-Per-Call services to your subscribers, you may also be interested in the [Ethrix Virtual Number](#) product. This is another value-added telephony service that many web portals offer to their customers to protect their privacy and enhance the convenience of the portal's product.

Ethrix Business Custom Ring Back Tone

Introduction

Ethrix Business CRBT (Custom Ring Back Tone, also known as Color Ring Back Tone) is the business flavor of the personal CRBT feature. It allows the business subscriber to determine the song or audio file that will be played back to callers to the business's mobile or landline phones, while waiting for the call to be answered. For the caller, it turns a potentially tedious wait into a fun or informative experience. For the business, it's an opportunity to provide a pleasing user experience, express something about its identity, or convey information about the business. It allows the business to configure the ring-back tone of all company phones centrally, via a convenient web or smartphone interface/application.

Ethrix Business CRBT is an operator-hosted service based on Ethrix's [EVoIP VAS over Cloud Platform](#). It is quickly and easily deployed, and fully configurable by the business subscriber.

Key Features

- Using the convenient web interface or smartphone interface/application, the business subscriber can configure:
 - ◆ The default audio file for ring back during work hours
 - ◆ Alternative audio files for ring back at special times such as evening, weekend, holiday, or custom event
 - ◆ Different audio files for different callers (or groups of callers that the business subscriber defines)
- For LTE networks, VRBT (Video Ring Back Tone) is supported, allowing the business subscriber to configure a video clip for playback

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- Optionally, the operator can offer the business professional services for producing the business-branded CRBT "voice clip"

Benefits for Business Subscribers

- Improved experience for the caller

- A single ring back tone or audio file for all company phones allows the business to consistently determine the image or message it wants to convey to its customers
- Provides an additional, extensively used channel for advertising or providing information about the business



Ethrix Business Custom Ring Back Tone Smartphone interface (Android)

Ethrix Visual Voice Mail

Introduction

Most businesses today use a voice mail product, which allows its employees to record calls they can't answer, and retrieve their recorded messages at their convenience. The conventional way to retrieve messages is by dialing into the voice mailbox, using a telephony user interface.

Dialing in to retrieve messages is expensive, especially when the user is traveling and must make an international phone call. In addition, many users consider the telephony user interface to be inconvenient, because they must listen to their messages sequentially, with no option to manage them in a more informed or sophisticated way. These drawbacks cause many users to give up on retrieving messages altogether.

Ethrix Visual Voice Mail (VVM) addresses these problems. It allows smartphone and tablet users to retrieve their messages over a WiFi/3G/LTE network, without dialing. A list of their voice messages is displayed on their device, similarly to an email inbox, with all the available call information, including caller name, number and picture, and the time of call. According to the calls' details, users can then choose which messages to listen to, in the order they prefer, with a convenient graphical interface for playing and pausing the message, deleting it, and answering by phone or SMS.

Ethrix VVM breathes new life into voice mail systems by providing a convenient, visual, low-cost solution, which is perceived as an ultra-modern product, enabling (among other things) integration with social networks and downloading selected messages to the smartphone.

The Ethrix VVM product includes:

- VVM client applications for smartphones and tablets running iOS, Android or Windows Phone. These can easily be integrated with existing voice mail systems.
- Optional: Ethrix's voice mail service backend, implemented over Ethrix's [EVoIP VAS over Cloud Platform](#). The system is quickly and easily deployed on the operator's private cloud or on dedicated servers.

Ethrix also provides additional features for visual voice mail management, including sending voice mail messages to email, sending them as MMS messages, and accessing them through a web portal.

Key Features

- Smooth integration with existing voice mail systems, or deployment as a package together with Ethrix voice mail service, deployed on the operator's private cloud or on dedicated servers
- Voice mailboxes managed for each of the business's telephone lines/extensions
- Visual client applications available for smartphones and tablets running iOS, Android or Windows Phone
- Visual client application features:
 - ◆ "Inbox-like" display of voice messages, showing caller name/ID and call time
 - ◆ Start/stop/pause playback controls
 - ◆ Reply by phone
 - ◆ Reply by SMS
- Other visual voice mail management options:
 - ◆ Voice message to email
 - ◆ Voice message to Facebook
 - ◆ Voice message as an MMS message
- Receive faxes as messages displayed in the VVM inbox
- Configurable greeting message and password
- Save voice messages locally on the smartphone

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Benefits for Business Subscribers

- A convenient, reliable voicemail system that promotes call completion
- A state-of-the-art, graphical user experience that allows users to choose the display and delivery options according to their personal preferences
- Users handle their messages in a prioritized, efficient manner, since all of the call information is available at a glance and messages are accessed directly, not sequentially



Ethrix Visual Voice Mail Smartphone interface (Android)

Ethrix Voice Mail

Introduction

Ethrix Voice Mail allows subscribers to record and manage their calls when they are unable to answer them personally. Messages are easily retrieved via telephone at the subscriber's convenience, using an IVR option menu. (For subscribers interested in a more advanced message retrieval interface, [Ethrix Visual Voice Mail](#) provides several appealing, convenient options).

Ethrix's Voice Mail is easily integrated with the operator's network environment and is readily customizable by the operator's project team. For customers with existing voice mail systems who wish to migrate to the Ethrix system, Ethrix provides a comprehensive set of migration tools to facilitate the transition, and the entire process is supported by Ethrix's dedicated field engineering and project teams. Migration can be an opportunity to streamline the user experience – simplifying the call flow by removing unwanted options and introducing new services.

Ethrix Voice Mail service is based on Ethrix's [EVoIP VAS over Cloud Platform](#), and implemented in the operator's on-premise private cloud. The business user or private user can configure the service using Ethrix's web interface or smartphone interface/application.

Key Features

- A robust, highly-available and secure voice mail system
- Message retrieval via IVR menu
- Options for visual message retrieval (see [Ethrix Visual Voice Mail](#))
- A comprehensive set of tools to facilitate migrations from other systems, and full support from the Ethrix projects team

Benefits

See [Benefits of Ethrix EVoIP Business Value Added Services](#) to learn about the general benefits of Ethrix business services, for the operators who provide them.

Added Benefits for Operators

- Operators who have other voice mail products deployed, and wish to migrate to the Ethrix platform, can enjoy a seamless, fully-assisted, field-proven replacement process

Benefits for Business Subscribers

- A convenient voice mail system that provides reliable storage for the subscribers' messages

Other Products of Interest

If you're interested in offering the Ethrix Voice Mail product to your subscribers, you may also be interested in [Ethrix Visual Voice Mail](#), an innovative, visual application for voice message retrieval that gives a contemporary edge to voice mail services.

Speech Processing Capabilities (ASR and KWS)

Ethrix's products and services include Automatic Speech Recognition (ASR) and Keyword Spotting (KWS) capabilities. ASR and KWS are sophisticated speech processing technologies, which enable controlling IVR systems with spoken commands, and identifying a pre-defined list of keywords, respectively. They support multiple languages, and include both standard dictionaries and custom dictionaries (for the identification of custom words or phrases such as person or place names).

Ethrix services utilize ASR and KWS capabilities from industry-leading vendors such as Microsoft and Nuance, to create integrated solutions that combine value-added telephony services with advanced speech-driven options.

ASR and KWS functionality can be utilized within these Ethrix products:

- Automatic Call Distributor
- Auto Attendant
- Call Recording and Retrieval
- Click-to-Call and Pay-Per-Call
- Conferencing
- Virtual Number
- Voice Mail

Automatic Speech Recognition

ASR technology is used mainly within IVR (Interactive Voice Response) applications. Using ASR, the business subscriber can implement automated services controlled by speech commands, and allow callers to navigate "deep" menus (above 5 options) with spoken options, in effect "flattening" the menu and significantly shortening the time it takes callers to arrive at the option of their choice.

For example, when a customer calls a business that has Ethrix Auto Attendant deployed, the ASR component can prompt callers to speak the name of the department they need or the person they wish to speak to. (If the company has dozens of employees, listening to a sequential IVR menu that lists all of them becomes unfeasible). These names are included in the ASR's custom dictionary, so that it can identify them and trigger the Auto Attendant system to route the call to the appropriate extension or external line.

Keyword Spotting

KWS technology processes a stream of conversation and identifies key words or phrases from of a pre-defined list. It operates in real time or on recorded calls.

Here are some examples of how KWS resources are used within Ethrix services:

- Call centers monitor their agents' performance by detecting positive or negative phrases used in calls, and identify situations where a supervisor should step in to handle an irate customer
- Calls to sales departments are analyzed in order to increase effectiveness of the sales process
- Calls are monitored for breaches of security

Enterprise Solutions

Now that many enterprises maintain their own private cloud or use external cloud computing services for their various needs, this presents an opportunity to utilize these same resources for in-house telephony VAS solutions.

Ethrix VAS products, being hardware-agnostic, software-only, and based on standard protocols, are easily deployed on the enterprise's private cloud or on dedicated servers, with no need to train personnel on proprietary hardware. Using the enterprise's existing resources has the advantage of requiring no additional overhead in terms of floor space, maintenance, spare parts, power usage, etc.

This allows the enterprise to implement VAS solutions independently, without having to rely on telephony operators and without having to pay them ongoing service fees.

VAS Evolution and the Ethrix EVoIP® VAS over Cloud Platform

VAS Market Dynamics

Value Added Services are lucrative revenue drivers and high impact differentiators for operators. Operators recognize that the traditional portfolio of one-size-fits-all VAS applications can now be expanded to provide compelling granular solutions for smaller, focused (long-tail) customer oriented segments, or to support seasonal campaigns and services driving new revenue and promoting loyalty.

Legacy VAS applications are deployed as vertically-integrated, single-application, proprietary silos running over dedicated Telco-grade hardware, with minimal resource sharing between applications, making them expensive both to deploy and to maintain. These traditional VAS platforms are naturally tightly integrated with and optimized for the traditional TDM network environment, but like all proprietary systems, they tend to be expensive both in terms of initial capital investment (CapEx) and in ongoing operational expenses (OpEx).

Telco-IT

Convergence

—

From Proprietary Solutions to the Cloud

The telecom industry has undergone a paradigm shift driven by the relentless developments in the IT and communications industries. Operators realize that the traditional concept of pure Telco platforms is now inefficient, expensive and generally trails behind the state-of-the-art. Therefore, operators now expect systems to run on standard IT platforms in production environments.

Telco-IT convergence increases flexibility and reduces costs due to economies of scale and vastly simplified maintenance concepts. Operators are now taking full advantage of Telco-IT convergence and are deploying some applications on private clouds to further maximize efficiency and flexibility.

Transition to All-IP Networks – Towards LTE

At the same time, many Telecom operators have begun to transition their core networks from TDM to IP infrastructure, as it offers increased efficiency, flexibility and support for the next generations of cellular networks (4G and beyond). Today, IP is ubiquitous and typically many networks operate as a hybrid TDM/IP environment. The huge numbers of smartphones, tablets and their applications are driving the migration to IP. Many networks are constantly increasing their bandwidth and are actively planning or deploying LTE (Long Term Evolution) networks that will allow many new, exciting hybrid services and applications.

The OTT Challenge

Over the past few years, we have witnessed the smartphone and tablet revolution; and now many subscribers rely on these devices for their communications, work and leisure needs. In 2012 alone, almost half a billion new smartphone devices were sold worldwide¹. These devices need mobile network connectivity, bringing operators many new opportunities and challenges.

One of the challenges is that the devices provide easy access to internet based social media and communications services such as Skype, Facebook, and services by Apple and Google. These free internet services, also known as Over The Top (OTT) services, constitute an alternative communications channel, causing erosion in operators' business. Some subscribers use these alternative services whenever possible, and this eats into the operator's revenues from voice and messaging services. The operator is marginalized and can only provide increasingly commoditized data services. For example, KPN reported a 10% decline in SMS traffic (year to March 2011) and attributed it to the impact of cannibalization by alternative messaging services.²

These trends are of great concern to operators; and if left unchecked will continue to erode revenue, however, operators have several key strengths that can be leveraged to provide innovative new services.

Operators provide a trusted, highly available, reliable, universal and private global network. Subscribers intuitively assume that when they switch their phone on they will instantly be able to dial or message any other subscriber worldwide, without worrying about logging on, call privacy or indeed whether their destination is on line. The call or message will complete, and if the other party is unavailable there are simple and effective solutions for off-line messaging. Operators also enjoy a close relationship with their subscribers due to their customer service and network stores. The OTT services cannot match this convenience and universality.

These key strengths and the value proposition of reliable, simple, secure, universal communications are strong differentiators that favor the operators over the OTT services. The dual challenge for the operators is to innovate and to simultaneously control costs. The operators must use their strengths to innovate in their core service offering and to provide more exciting and useful user experiences. Yet at the same time, they must control the cost to give subscribers increased value with greater functionality at a lower price point.

¹ <http://www.strategyanalytics.com/default.aspx?mod=pressreleaseviewer&a0=5170>

² <http://www.telecoms.com/27540/kpn-says-ip-based-messaging-cannibalised-sms-traffic-in-q1-but-consumer-kpis-show-overall-sms-growth/> & <http://blogs.wsj.com/source/2011/04/21/kpn-outsmarted-by-smartphones/>

Consumers will always be attracted by free services; however, these services are less accessible and convenient than mobile voice and messaging services. The communications provider is considered to be trusted and easily accessible and if it can offer innovative, high value services then the vast majority of subscribers will pay for the convenience and customer service and not migrate to the OTT services.

This is where the Value Added Services opportunity comes in.

The VAS Opportunity

Value-added telephony services now become an opportunity not only to generate additional revenues, as standard communication features become more commoditized, but also to forge stronger, more complex ties between the operator and the subscriber.

The VAS challenge is to provide a richer choice of segmented applications, which can be easily deployed and customized by the operator using industry standard tools. The VAS platforms must be easy to maintain and have both low capital outlay (CapEx) and tightly controlled OpEx costs. VAS platforms should be hardware agnostic and take advantage of Telco-IT convergence to run on any standard platform in the operator's environment. Looking to the future, VAS systems must be extremely flexible, be IP-native and ready for the next generation of networks such as 4G.

Ethrix's EVoIP® VAS over Cloud Platform allows operators to immediately provide increased value and enhanced user experience to the subscriber mass market, through its compelling value-added services and operator-branded, smartphone super-applications. The EVoIP® IDE toolkit allows operators to rapidly customize, seasonally brand and create new highly targeted services over an extremely reliable and flexible platform.

Ethrix's EVoIP® VAS over the Cloud Platform

Ethrix's EVoIP® VAS over Cloud Platform is an open, all-IP, 4G-ready, hardware agnostic, Value Added Services (VAS) platform that delivers VAS over the Cloud. A single EVoIP® VAS over Cloud Platform can support multiple value added services such as CRBT (Ringback Tones), Network IVR and Voice Mail. It is field proven in operator sites worldwide.

EVoIP® is completely **native IP and is 4G-network-ready** using the SIP protocol family (although it **can also support legacy connectivity** using standard gateways). It **supports next generation all-IP and hybrid IP/TDM networks**. EVoIP® uses standard protocols and APIs for both system operation and network integration.

Ethrix's market leading EVoIP® VAS over Cloud Platform is **completely hardware agnostic** and **can run in an operator's cloud**

environment or on standard IT Telco hardware. EVoIP® is engineered to be tightly integrated in the operator's production environment. All computers, databases and storage elements are supplied and maintained by the operator's IT vendors of choice.

In addition to its **low CapEx investment** due to deployment on the existing operator's environment, EVoIP® VAS over Cloud Platform also has **low OpEx requirements.** System hardware is maintained by the IT vendor, typically under existing service contracts by the existing engineering team and with standard spare parts. Comprehensive remote application support is provided from Ethrix's 7 x 24 Network Operations Centre.

The EVoIP® VAS over Cloud Platform is **fully customizable**, enabling the operator to develop services using the convenient, visual Ethrix IDE tool. Operators can develop their own services using their own environment and developers, making it feasible to rapidly deploy numerous focused VAS applications with low project overhead.

EVoIP® Voice over Cloud offers a **compelling user experience** with an operator branded **Smartphone Super Application**³ that allows subscribers to control their various operator services. The super application is fun to use and increases the operator's perceived value. The EVoIP® Voice over Cloud Platform and Super Application are powerful tools for strengthening subscriber loyalty in the face of the OTT (Over-The-Top) disruptive threats.

Compared to legacy systems, EVoIP® has a very small system footprint and power requirement, making the system **environment friendly.**

EVoIP® VAS over Cloud Platform is tomorrow's state-of-the-art VAS system and it is available today.

Benefits of Ethrix's EVoIP® VAS over Cloud Platform

Relative to other value-added telephony platforms, the Ethrix EVoIP® VAS over Cloud Platform is highly differentiated and offers lower costs, simpler and more flexible deployment and operation and an enhanced return on investment.

- An open, flexible, hardware agnostic, 4G Ready, Next Generation, State of the Art IP VAS – that is available today
- Built on Ethrix's advanced software and architecture using non-proprietary, industry standard tools, environments and best practices

³ Available on Android and from the Apple store

- Meeting the OTT Challenge by providing a compelling user experience with new services, smartphone applications and simple web access - driving revenue and enhancing the operator's brand
- Attractive CapEx due to a simplified licensing and system sizing model
- Hardware agnostic; can be deployed in a private cloud or on platforms from the operator's IT vendor of choice (subject to SLA)
- A green implementation with small system footprint
- Supports multi-site deployment and geographic redundancy
- Pure IP – Built on industry standards and easily integrated into the operator's eco-system
- Hybrid (TDM/IP) environment support enabling VAS migration now and saving upgrade pain in the future
- Open System Standardization – Built using well known protocols and APIs with industry standard tools over IT platforms
- Reduced maintenance costs because the underlying platform is part of the operator's IT solution and due to comprehensive remote maintenance capabilities from Ethrix's 7 x 24 Network Operations Centre
- A robust EVoIP® VAS over Cloud Platform enabling the rapid implementation and deployment of many market-leading revenue generating value added services including the EVoIP® Voice Mail. This simplifies the ongoing VAS maintenance procedures.
- Field Proven – The EVoIP® VAS Platform is field proven in a wide variety of operator networks worldwide.
- Service Creation - using industry standard IDE tools and backed up with Microsoft Silver ISV partnership status
- The Ethrix Difference – Our corporate DNA of uncompromising customer focus and agility honed over many successful projects.

Ethrix VAS over Cloud Leadership

Ethrix has always been at the forefront of innovation in native IP value added services solutions. For almost a decade, Ethrix has provided operators worldwide with state-of-the-art VAS systems and has successfully established itself as the leading supplier of VAS platforms in many regions. The Ethrix product portfolio combines high quality with a clear business case and advanced product capabilities.

The Ethrix EVoIP® VAS over Cloud Platform takes product leadership and innovation to the next level by delivering a VAS platform that can be deployed over the cloud, is truly hardware agnostic and is 4G-ready.

Ethrix's EVoIP® VAS over Cloud Platform and EVoIP® applications such as voice mail and CRBT are field proven in both pure IP and in hybrid IP/TDM environments and provide service to millions of subscribers worldwide each day.

The Ethrix Difference – Our Corporate DNA

We believe that EVoIP® Voice over Cloud Platform is an outstanding solution, not only because of technical superiority, flexibility and attractive pricing, but because of our corporate DNA.

The Ethrix corporate DNA is founded upon these principles:

- Agile development and quick response to market trends
- Use of industry standard infrastructure and tools, producing easy-to-deploy, cost-effective solutions
- Uncompromising dedication to meeting our customers' needs and ensuring complete project success

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