



BD INNOVATIONS

# ALL MODULES



# GENERAL INTRODUCTION?

BD Innovations software modules provide end to end business management software for service providers. Our solutions include software technology used by Facebook, Google and Amazon.

We offer signaling expertise and business management software that facilitates Control points, supports Intelligent Network setup, allows for Real-time billing, and offers complex integrations.

All the software can be used together or separately with a modular approach so you can mix and match the solutions to your exact needs. The solutions are also scalable, to support small to large providers from thousands to millions of subscribers. Using our solutions is also affordable, as we are dedicated to providing state of the art technology at cloud economy costs.

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## INVOICING

**Honoring invoices need to be accurate, self-explanatory and easy to set up. The invoicing module aggregates all customer and partner charges into a predefined format and layout, making it seamless for you to deliver it to your customers.**

Even though this module is quick to implement and easy to configure it is not limited in any way. You have full flexibility when it comes to aggregating charges, changing layouts, creating & managing customer specific messaging and managing invoice delivery methods.

### TOP FEATURES

- ▶ Fast invoice generation
- ▶ Payment responsibility levels
- ▶ Reporting
- ▶ Easy integration
- ▶ Support for e-bill distribution through many channels
- ▶ Multi VAT support
- ▶ Post rating discounts
- ▶ Built-in formulas to calculate discounts
- ▶ Internal or external parameters
- ▶ Support for complex customer hierarchy
- ▶ On-demand invoice generation
- ▶ Flexible billing cycle periods
- ▶ Multiple invoice profiles
- ▶ Enhanced charging verification capabilities



## CRM – CUSTOMER RELATIONSHIP MANAGER

**An advanced CRM is a requirement for service providers, ensuring they can offer their customers the best offer at the perfect time. Using the features of this CRM you can get closer to your customers, sell more services and decrease churn.**

Our CRM module integrates easily, is friendly to use and will help you gain deeper insight into your customer behavior. Your customer care department will be able to see the customer usage behavior and suggest offers based on the information they glean from the CRM.

Our CRM includes an intuitive self-care tool easily available for the customers to use on a mobile phone. We provide an accurate view of customer behavior and alert customer care in real-time, facilitating seamless troubleshooting and customer service. Customized responses and intuitive self-service tools not only make your customers feel more in control, but will also reduce costs and improve efficiency. As soon as a call is accepted in the customer care center a complete 360-degree view of the caller is available along with the tools to complete the query– including the ability to change the tariff plan, quote possible rates, offer a retention bonus or just edit some personal details.

### TOP FEATURES

- ▶ Create, view and modify customer setup and information
- ▶ View transactions and usage details
- ▶ Provisioning of
  - ▶ Tariff plans
  - ▶ Service plans
  - ▶ Bundling
  - ▶ Discount/Promotions
- ▶ View and modify customer details
- ▶ Bulk customer creation, modification and deletion
- ▶ Logging of all customer related communications with progress tracking
- ▶ Create and manage service related events
- ▶ Easy to access subscriber history
- ▶ Flexible screen page layout
- ▶ Provide business customers a dedicated portal to M2M sim account self-management



## MEDIATION

**When working with complex systems and combinations of systems you need to be able to depend on reliable data that provides the numbers you need. The data needs to be ready on time all the time.**

Our mediation module collects any form of data from any number of sources in any format, and re-formats, re-maps and applies rules and logic to it to your exact specifications.

Your dashboard can include business vectors, call and charge data or unique sets and streams of data for analysis. The interface is friendly and versatile and gives you control of your data

### TOP FEATURES

- ▶ Easily processes complex and large network data
- ▶ Modular architecture and system processes
- ▶ Understandable and easy to use interface
- ▶ Connects to your network, BSS and OSS
- ▶ Capabilities for optional (re)formatting requirements
- ▶ Option for CDR “enrichment” using BSS systems
- ▶ Archive, backup and recovery capability
- ▶ Compliant with most wireless network elements
- ▶ Assurance features
- ▶ Automatic error detection
- ▶ Flexible reporting
- ▶ Non-SQL infrastructure



## BILLING & RATING

**Service providers need to be able to react to market developments and launch new services quickly. Knowing that you can monetize new services easily, reliably, and quickly will give you the ability to beat your competitors in the market.**

Our billing and rating wizard can be set up for any service, it is scalable and highly flexible. It provides real-time billing of all telecommunications services along with easy and intuitive creation of rating and billing procedures for new services.

The consolidated dashboard is designed to give total control and detailed feedback. You can speed up processes and simplify workflows with flexible definitions, reliable validation and checks where needed. You can set up business models with several parties for quick and complete collaboration. You can charge based on any factor or set of factors. All charging parameters can be configured in a single place with full integration of a comprehensive and flexible product catalogue.

The Product Catalogue provides a single platform for management of product catalogs and lifecycles for the entire organization. You can also design and manage all product offers and specifications through easy-to-use interfaces built on a single platform. The central rules repository and evaluation can be used for order capture in all sales channels and to create new product

specifications based on similar content through an inheritance mechanism.

### TOP FEATURES

- ▶ Multi-play support Mobile, Fixed line telephony, Internet and Television Convergence Prepaid, postpaid and hybrid promotion and discount modules based on flexible criteria
- ▶ Multi service bundles
- ▶ Multiple wallets for a single subscriber to easily implement and manage tariff schemes
- ▶ Single-charging and rating layer, real-time credit control rating and balance management
- ▶ Manage lifecycle policies and implement real-time rating for post- and prepaid subscribers, apply restrictions and capping in real-time.
- ▶ Full control over service usage for groups. (Credit and balance control, monthly data quotas and geographical restrictions for specific SIM cards)



## POINT OF SALES

**Provides all the POS functionality required. All you need is a tablet or a phone with an Internet connection.**

An unintuitive or unresponsive point of sale interface ruins the dialogue between sales and the customer and directly influences profit and efficiency.

This module is sturdy and complete, and quick to set up, use and operate. Add to that the time and money saved on personnel training and you quickly see why so many Telco's have adopted our solution.

### TOP FEATURES

- ▶ Create, activate and manage subscribers
- ▶ Manage personal details
- ▶ Manage provisioning and view status update
- ▶ Couple IMSI, MSISDN and IMEI
- ▶ Select tariff plans and offerings
- ▶ Purchase bundles and promotions
- ▶ Handle equipment sales
- ▶ Integrates with QR scanners, cash management systems and receipt printers
- ▶ "On the spot" invoice generation



## INTELLIGENT NETWORK (IN)

**IN provides you with real-time control of your network. It gives you the services and capabilities you need to make real-time telephony a hassle-free experience for you and your customers.**

IN easily connects to your network elements on one side and your infrastructure on the other. It runs on virtually any hardware, scales easily and operates the network independently. It plays well with our other modules so that the CRM, unorthodox customer models, multi-tiered hierarchies and centralized product definitions are seamlessly integrated in the network logic.

It comes with a fully-functional service platform that supports any type of network and all commonly used profiles such as GSM/UMTS, CDMA, GPRS, EDGE, etc, both prepaid and postpaid. It helps you circumvent risks and gives you unprecedented control, with real-time capping capabilities and filters.

### TOP FEATURES

- ▶ 3GPP-compliant
- ▶ Certified and benchmarked on blade servers
- ▶ Single real-time charging engine across prepaid and postpaid
- ▶ Network independent
- ▶ Choice of any hardware platform (IBM, HP, SUN)
- ▶ Event & Session management
- ▶ Multi MNO/MVNO support

### Supported network types and protocols

- ▶ Network types: LTE, WiMAX, GSM, CDMA, FIX Telephony
- ▶ Protocols: Sigtran, Camel, WIN, MAP, INAP, ISUP, SIP, SMPP
- ▶ DATA protocols: Diameter, Radius
- ▶ Integration protocols: HTTP, FTP, SNMP

### VAS and IVR services

- ▶ Flexible workflow engine
- ▶ Portfolio of existing services
- ▶ Top UP, balance query, balance transfer, missed call notification, pre/post call annulments, voting, FRBT





## RESOURCE MANAGEMENT

**The resource management module is the system that provides the exact processes and tools needed to track resources and maintain fool-proof security.**

Vouchers are not without their security concerns, so must be under complete control. The resource management module provides a top-of-the-line scratch card generation process using the safest algorithms available. Our export and printing procedures are tested and secure, our voucher codes are encrypted and to finish it off we made sure every step of the batch lifecycle is logged and stored so you can retrace any steps.

The resource management module helps accomplish a wide range of voucher-related tasks, including the production of prepaid cards for resellers, export vouchers for card production, and voucher usage management.

### TOP FEATURES

- ▶ Voucher Management (SC and batch)
- ▶ Equipment Management
- ▶ Inventory Management
- ▶ Bundling of various items



## SELF-CARE

**Using the Self-Care module, you can cut down on service costs while providing a 24/7 service channel for your customers to receive the services they need. Providing excellent customer care has never been so profitable! Today, customers expect service providers to provide the tools for them to be self-reliant. By making sure these tools are functioning smoothly and are friendly to use, you'll be offering a customer service experience that will improve loyalty and strengthen your brand.**

In addition, when customers use the self-care solutions, customer service costs are decreased. The Self-Care module provides allows your customers to manage their profiles, and browse invoices, bills, payments and service subscriptions directly through a user-friendly online portal on any device.

The self-service portal style can be designed based on your brand's visual identity. This provides a seamless user experience.

This module has a comprehensive set of self-care features. It provides e-Shop functionality to boost sales on customer-initiated contact, a ticketing system for feedback and service communication and a hierarchy system that makes assigning roles, responsibilities and permissions simple and easy to use.

### TOP FEATURES

- ▶ View/Edit personal information and passwords
- ▶ View/Add associated packages and add-ons
- ▶ Top up credit using Credit Cards/PayPal/Vouchers
- ▶ View/Print/Export usage details to PDF and Excel
- ▶ View customer equipment
- ▶ View/Export invoices
- ▶ View payment transactions
- ▶ Create/Modify service tickets
- ▶ Set spending rules and limits with notifications for eShop functionality



## ORDER MANAGEMENT MODULE

**Driving the complete fulfillment process of a service provider is a meticulous and complex challenge.**

The Order Management Module architecture integrates easily into your current system and will let you manage your fulfillment processes without the need for customization.

It will capture any demand from a wide range of sources including EDI, XML, telesales and web storefronts and will continue to monitor until payment is verified and transportation is finalized.

### TOP FEATURES

- ▶ Pre-defined processing flow and order
- ▶ Catalog-driven order processing
- ▶ Flexible workflow for process management and order validation
- ▶ Order tracking and lifecycle management
- ▶ Integration with existing IT systems



## MOBILE MONEY

**Become your subscribers' mobile wallet and banker.**

**The Mobile Money solution facilitates payment or banking processes over a mobile network in real-time, supports complex revenue sharing schemes and an exhaustive set of easy to use tools for your subscribers.**

Full integration with existing systems is supported through a well-documented and standardized API and can be used to quickly set up revenue sharing schemes with third party vendors and service providers.

Included with this module is an easy-to-use mobile app that gives retailers and consumers a safe place to receive and make payments.

Finally, it offers best security protection and compliance with international standards and requirements.

### TOP FEATURES

- ▶ Mobile wallet
- ▶ Cash In/Cash Out service
- ▶ Salary payments
- ▶ Phone-to- Phone transfers
- ▶ Payments to merchants
- ▶ Bills payment
- ▶ Airtime purchase
- ▶ Flexible reporting tool
- ▶ Security management
- ▶ Live reporting system status and performance
- ▶ Easy integration with existing BSS



## PAYMENT GATEWAY

**This module was created with security in mind, designed to be the payment service provider. Since clients decide how to pay for services, all payment methods are accepted.**

There are dashboards and reports included to get a snapshot of the customers financial position. You can keep a close eye on the accounts receivable in a self-explanatory user interface.

The collection process is failsafe and guarantees your revenue without leaks.

### TOP FEATURES

- ▶ Generate Invoices and Receipts
- ▶ Manage Collection Lifecycle
- ▶ Direct Bank Integration
- ▶ Enables subscribers to top up electronic balance
- ▶ Payment methods Credit Card, E -Vouchers, PayPal
- ▶ Balance transfer from another subscriber



## SMS GATEWAY

**The best solution for simple text.**

**Customers can enjoy full scale interactions because of the optimal SMPP converter.**

Businesses can run SMS campaigns on your network using a state-of-the-art web interface that enables them to use the full width of SMS capabilities.

The solution converts http to SMPP or SMPP to http on-the- fly, giving almost limitless freedom in designing how you and your customers interact with your SMS Gateway. This highly scalable and simple setup is a winner when IVR-based services are not enough. Perfect solution for a reliable and versatile SMS Gateway service.

### TOP FEATURES

- ▶ Bulk SMS
- ▶ Workflow Integration via SMPP
- ▶ HTTP Account Management



## CAMPAIGN MANAGEMENT

**Keep a finger on the pulse of your customer loyalty and know exactly when to tease a cherner into a new deal by reacting to online trigger events in real time.**

The Campaign Management tool can provide powerful results using marketing analytics and campaign management in an easy to use environment. You can quickly segment, target and monetize customer engagement.

The Platforms provides the ability to engage customers with loyalty boosters, rewards, referral programs, lotteries and much more.

You can offer your customers special offers and coupons. You can determine the rules for rewarding the best customers and keep them highly satisfied. You will be able to increase retention at the same time as sales and revenues from existing customers

We can assist in gathering and structuring your customer data, setting targets and goals and support you in setting out the campaigns needed to get there in the most efficient way possible.

Increase both sales and loyalty, by reaching the right person, at the right time with the right message.

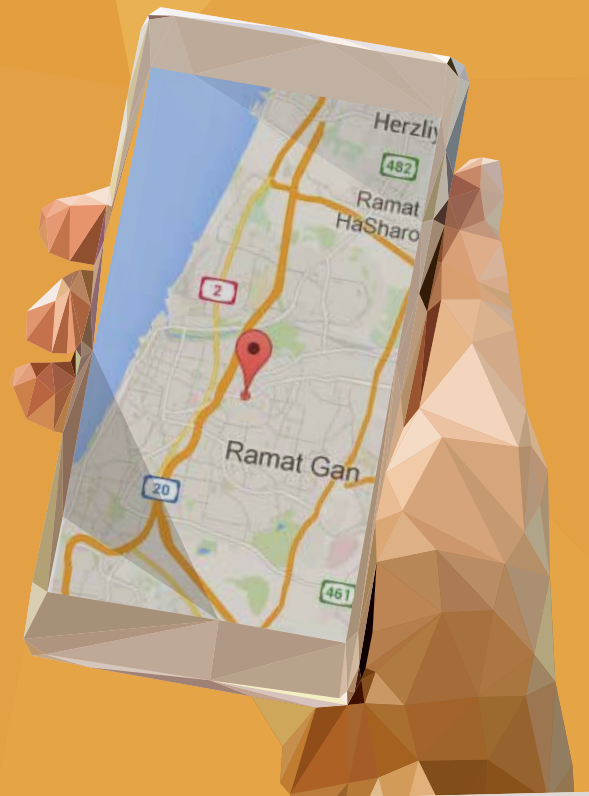
### TOP FEATURES

- ▶ Churn prediction
- ▶ Personalization on subscriber level
- ▶ Various Pre-configured campaign types (retention / up- & cross selling / multi- SIM decrease)
- ▶ Flexible segmentation rules
- ▶ Campaigns with evaluation scoring - in real time and historically
- ▶ Setting campaign boundaries - subscribers, eligibility, offers
- ▶ Automated, real time, event-based execution
- ▶ Control groups setting
- ▶ Multi-channel notifications and dialogues (SMS / Voice / USSD / Advanced Web Notifications)
- ▶ Easy-to- use GUI for administration by commercial functions
- ▶ Integration with various Billing platforms

# About BD Innovations

BD Innovations develops and markets end-to-end Business Management Software (BMS) for Service Providers in the Digital Lifestyle Era. Serving satisfied customers for over 7 years, our solutions are built on up-to-date software technology that is being used by Facebook/Google and Amazon.

Our outstanding expertise is in signaling and that is an important asset for Telcos who need Control Points, Intelligent Networks, Real-Time Billing, Complex Integrations, and Professional Services. Our solutions are modular, so service providers can mix and match and scale up following their growth. Our solutions are affordable and easy to deploy with state of the art technology at cloud economy costs.



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