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CellBroadcaster 2.0

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Take a big leap in SMS campaigns

CellBroadcaster 2.0

LeibICT **CellBroadcaster v1.0** created a leap on how Outgoing SMS Campaigns could be accomplished by filtering the distribution areas.

As technology goes further, more requirements forced the product to evolve into the next generation: **CellBroadcaster v2.0**.

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Take a big leap in SMS campaigns

CellBroadcaster 2.0

Cell Broadcaster 2.0 is a new methodology for launching broadcasts which enables **finer targeting** based on **subscriber real time location**, getting closer to their true potential interests.

Multiply advertisers' investments and subscribers' purchasing activity, increasing their loyalty thanks to targeted and less spammy ads.

Among its applications, they can be counted commercial advertising campaigns, and public interest alerts (e.g.: traffic jam notifications).

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A definitive answer for HLR congestion problems

CellBroadcaster 2.0

The original CellBroadcaster was highly dependent on the GSM network infrastructure capacity; the 2.0 version takes a step further thanks to the LeibICT SigMon Platform, **completely avoiding the queries to the HLR.**

That means, **no more** 'AnyTimeIterrogation' or 'SendRoutingInfo' is sent to the HLR, **doubling its real world performance.**

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How it works

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The platform sends **targeted messages** to selected subscribers, using their geographic position obtained after processing the MSC/MSS activity sniffed from the GSM/UMTS/LTE network.

The zones can be created and assigned at convenience through a vectorized **map**.

While information on subscribers' positioning is collected, a Web Interface broadcasts **location based advertising** or **alerts**, changing them as long as subscribers move (e.g.: driving or walking near a cell).

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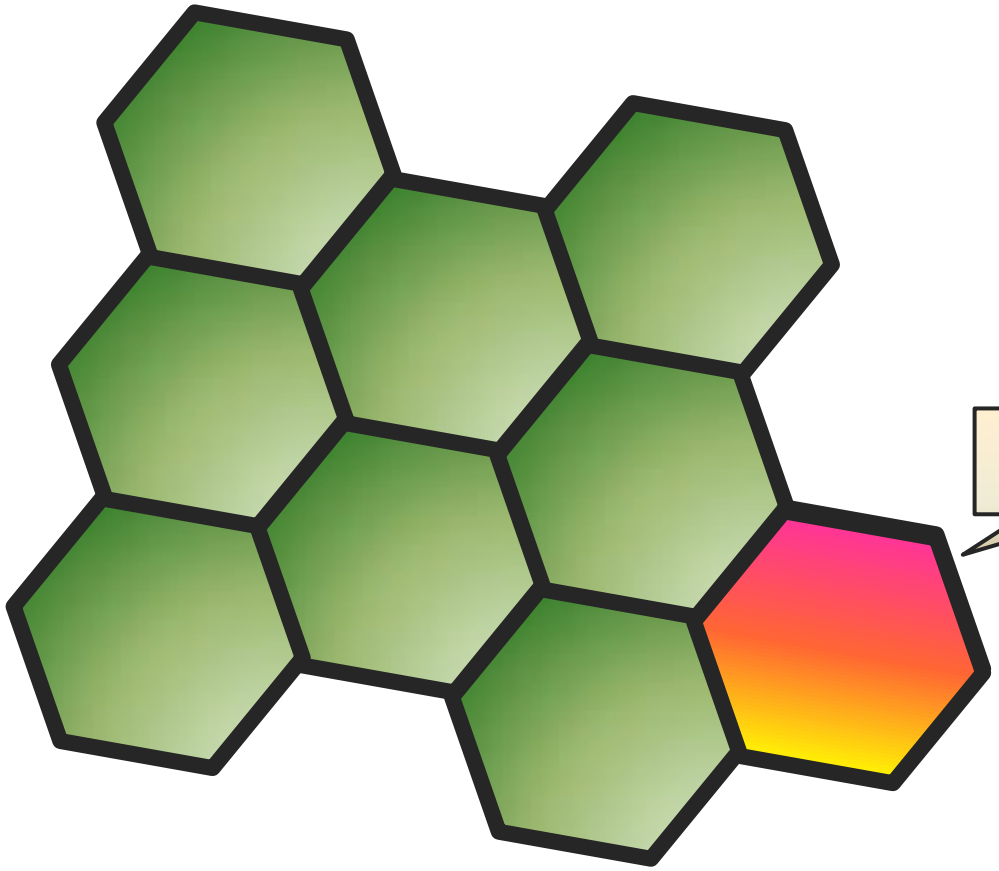
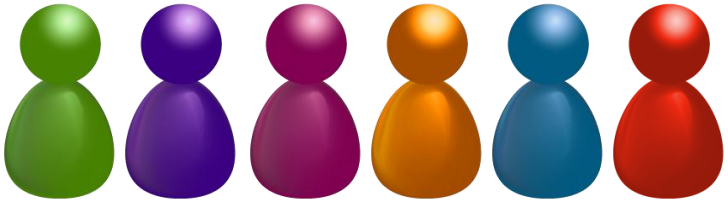


Message 1



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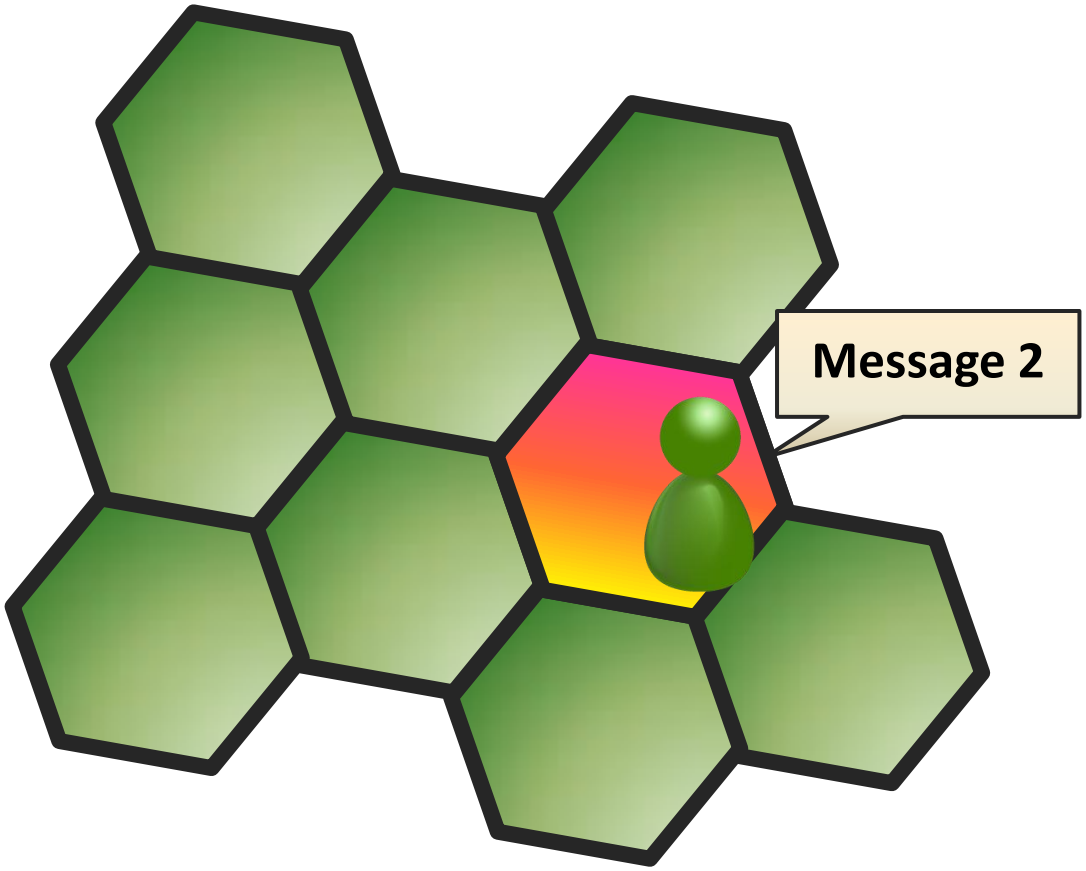

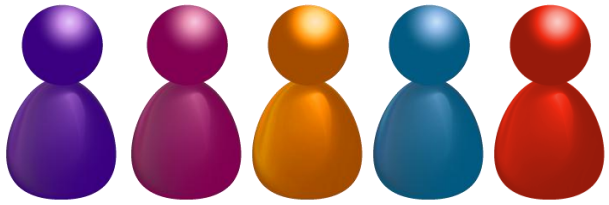

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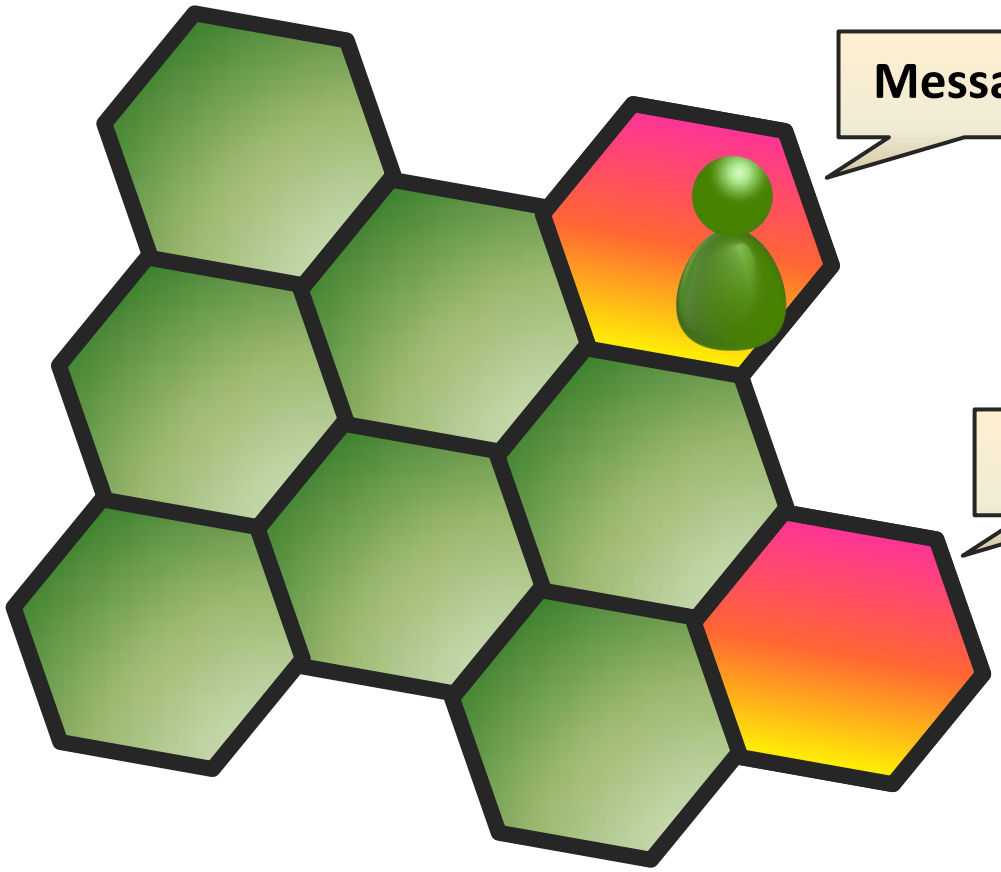

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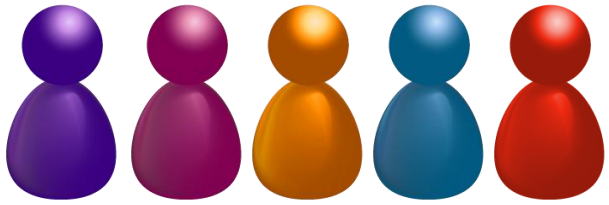

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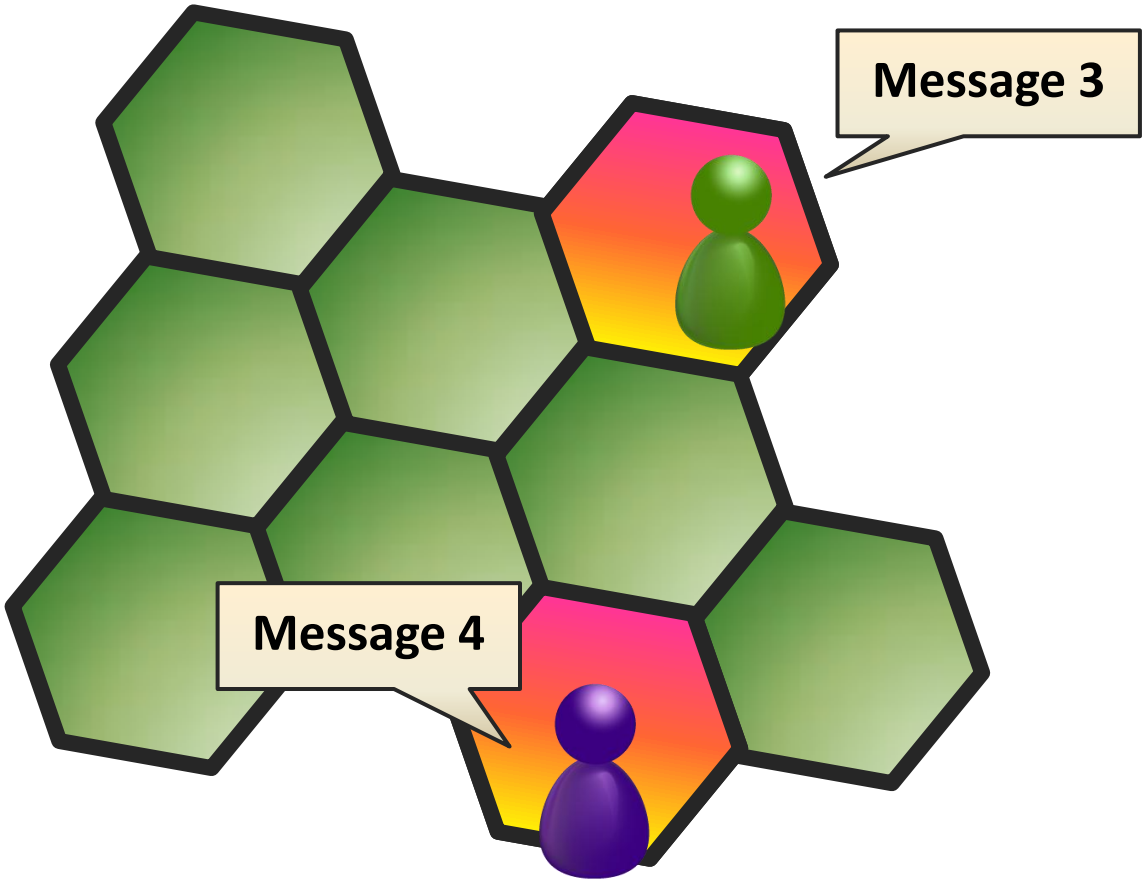

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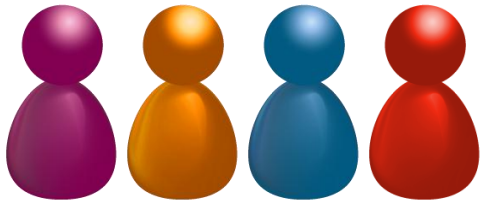

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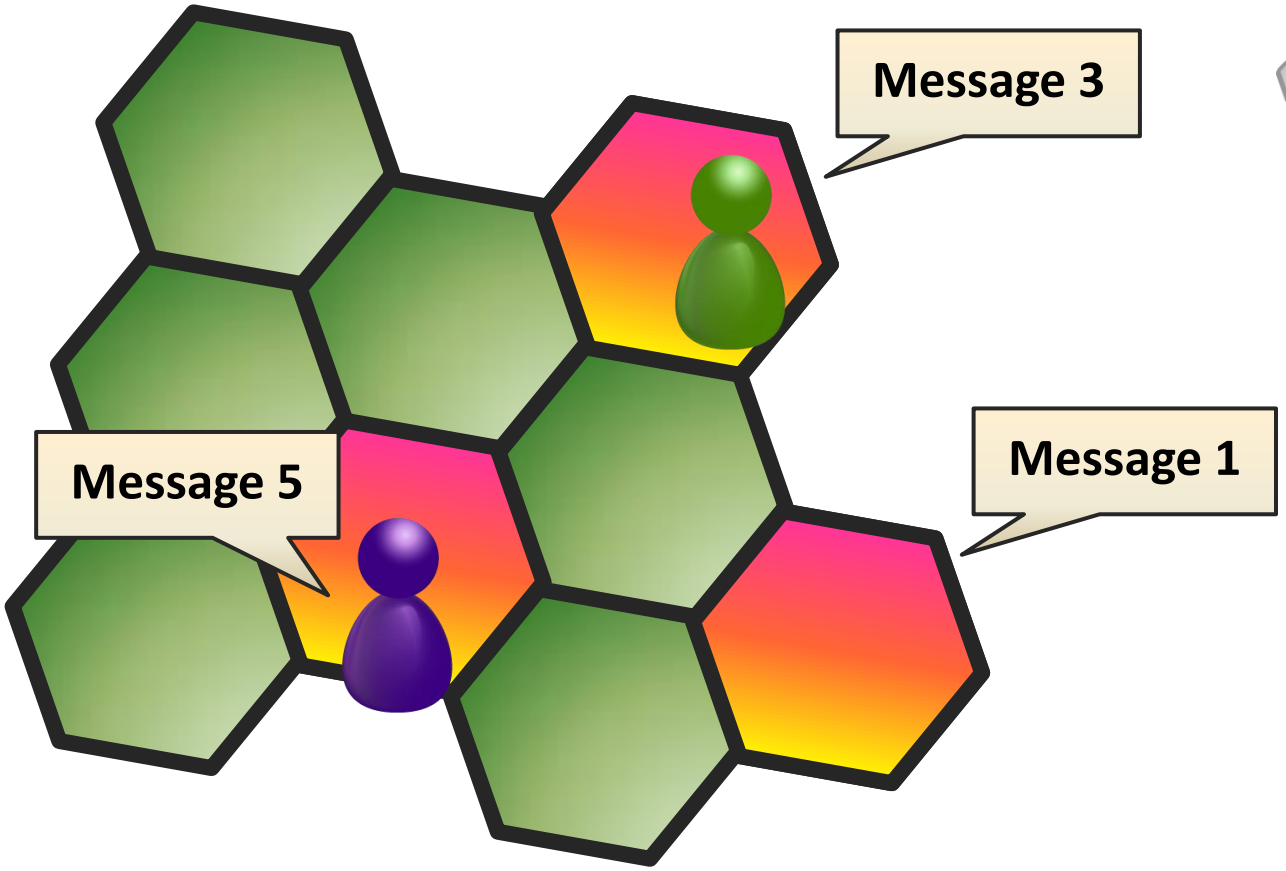

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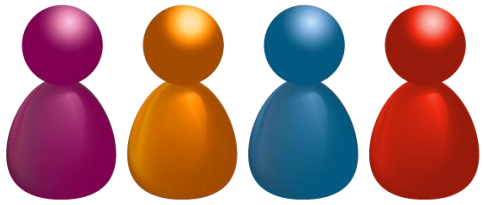

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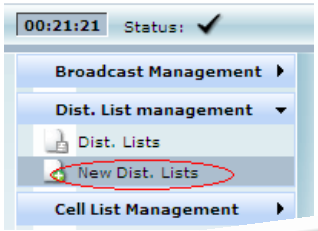
Creating Campaigns is this easy !

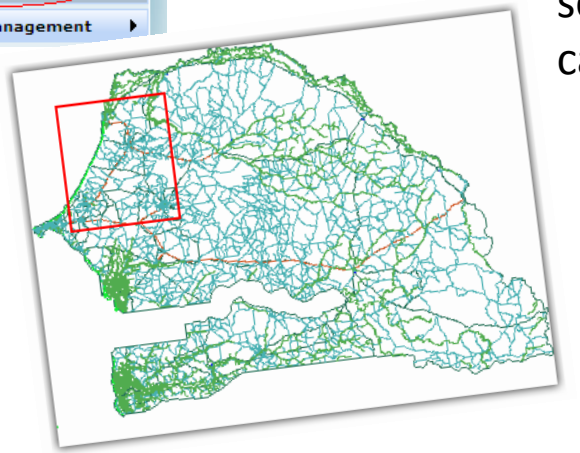
CellBroadcaster 2.0

(Example of combining Distribution Lists and Areas)

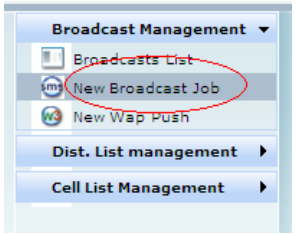
1) Choose a Distribution List

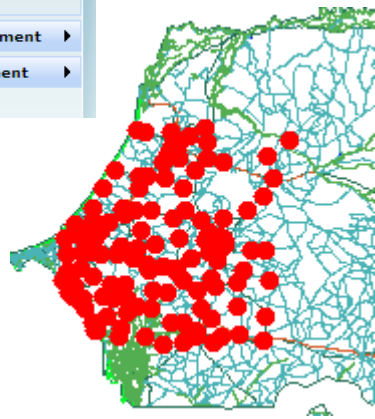


2) Select the Area



3) Create the Broadcast Job and send scheduled campaigns!





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More features in a user friendly interface

CellBroadcaster 2.0

LeibICT Cell Broadcaster 2.0 is able to send text, flash and wappush messages to any subscriber connected to any set of cells.

Cell Broadcaster Distribution Lists are now optional, since the SigMon platform is capable of providing the subscriber list attached to the distribution area.

Maintaining the same Ajax/Web GUI, it creates a **transparent migration** to the users of the system.

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CellBroadcaster 2.0

Benefits

- Avoid HLR load
- Same interface of Cell Broadcaster v1.0
- No need for subscriber lists for broadcasts

Features

- High Performance (+2000 sms/sec)
- Sigtran Support (100Mb/1Gbit)
- Ajax based Web Interface
- SNMP v1 and v2 Traps
- CellBroadcaster v1.0 fall back
- Linux and Solaris (x86 and Sparc) support

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Innovation counts

CellBroadcaster 2.0

Leib ICT's CellBroadcaster 2.0 is the first (and only so far) solution that sniffs all the traffic of all the subscribers of a network.

While generating multiple registers, it manages over 3,000 events per second to maintain a proprietary **msisdn<->cell id<->imsi<->msc<-imei->ocsi** and more info relationship.

This information can also be queried by external application.

CellBroadcaster 2.0

Proven Solution

Today, the system based on location change campaigns is sending over 1 million SMS per day.

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Thank You!

See us at

Booth 2A 116

(Hall 2.0)

GSMA MOBILE™ WORLDCONGRESS
Barcelona | 27 February – 1 March 2012

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