



Cell Broadcaster 2.0

Take a big leap in SMS campaigns

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**.



CellBroadcaster v2.0 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 many applications, they can be counted commercial advertising campaigns, and public interest alerts (e.g.: traffic jam notifications).



LEIB ICT



Cell Broadcaster 2.0

A definitive answer for HLR congestion problems

While 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** 'AnyTimeInterrogation' or 'SendRoutingInfo' is sent to the HLR, **doubling its real world performance.**

How it works

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.

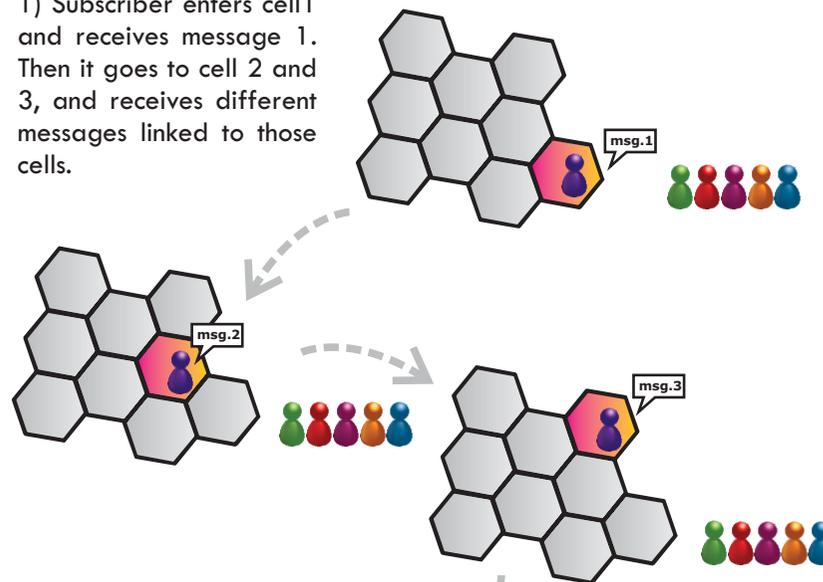
The zones can be created and assigned at convenience through a vectorized map.

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).

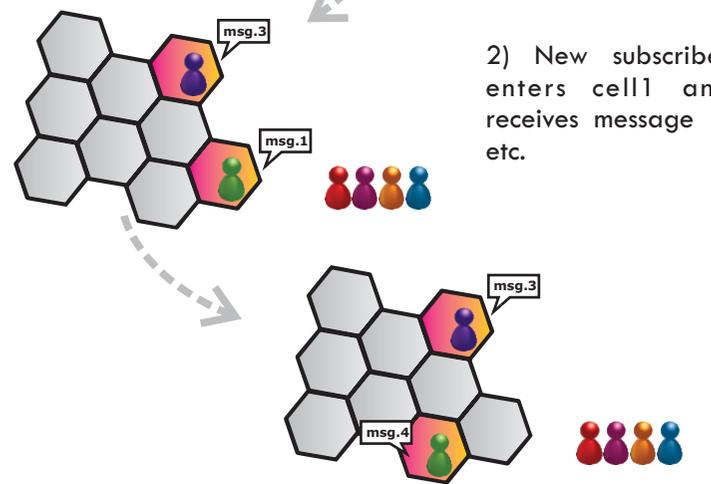


How it works

1) Subscriber enters cell1 and receives message 1. Then it goes to cell 2 and 3, and receives different messages linked to those cells.



2) New subscriber enters cell1 and receives message 1, etc.

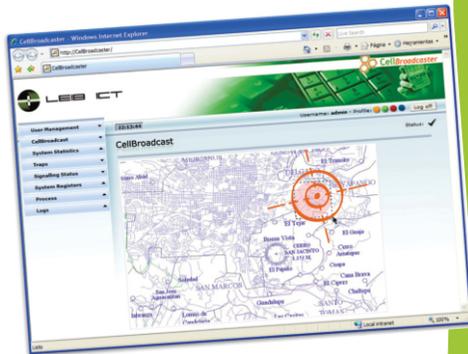


More features in a user friendly interface

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 allows a **transparent migration** to the users of the previous system.



Benefits

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

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

Innovation counts



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

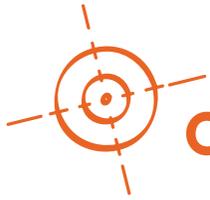
While generating multiple registers, it manages over 3,000 events per second to maintain a proprietary `msisdn<->cell id<->imsi<->msc<->imei<->ocsi` and more info relationship.

This information can also be queried by external applications.

Proven Solution

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

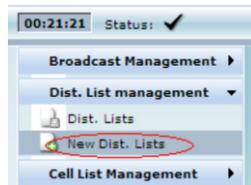




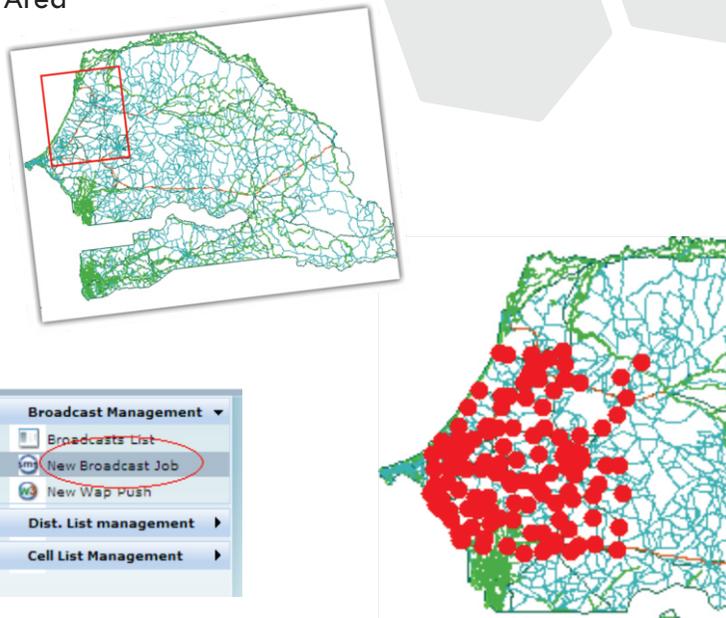
Creating Campaigns is this easy !

(Example of combining Distribution Lists and Areas)

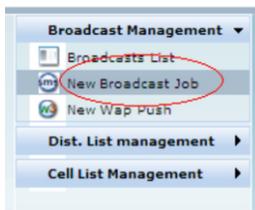
1) Choose a
Distribution List



2) Select the Area



3) Create the
Broadcast Job and send
scheduled
campaigns!



Your Best Choice

LEIB ICT addresses all the requirements of modern carrier grade systems (fault-tolerant, scalable, robust and flexible) in the shortest time, maintaining the quality of its products at incredible prices.

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