



Telesens Ring Back Tone

RBT service plays audio content instead of a connection signal during a call to a subscriber.



- 01 | Based on IP protocols (SIP, SIP-I).
- 02 | Supports various codecs for VoLTE/IMS networks (AMR, AMR-WB, G.711).
- 03 | Open and extensible architecture.
- 04 | A set of open interfaces (API) for online and offline integration with operator and content provider information systems.
- 05 | Supports various pricing models for providing content services.
- 06 | Web user interfaces for Content provider and Operator.
- 07 | Fault tolerance is based on redundancy and clustering.

RBT capabilities:

- Storage of melodies;
- Storage of subscriber profiles (service status, personal library, playback rules);
- Organization of RBT service management;
- Interaction with telecom operator systems.

How Ring Back Tone works?

01

Activation and configuration of the service by Subscriber:

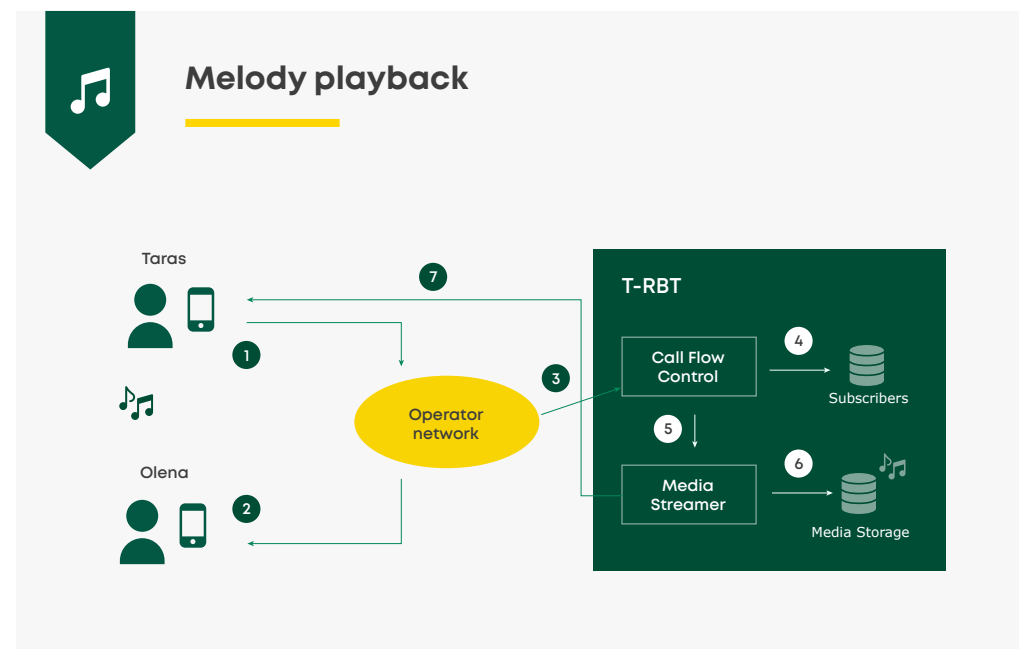
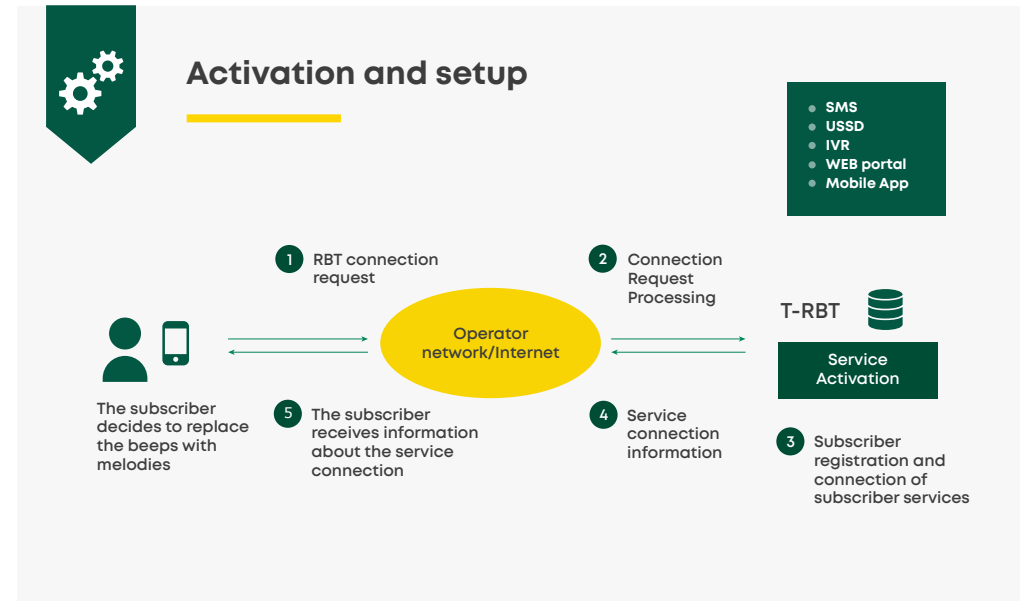
- service connection;
- content purchase (melodies, jokes, etc.);
- setting playback rules.

02

Direct playback of content to Caller at the time of the call.

Value-Added Services are the key to the best SIP and maximum profit.

Ring Back Tone workflows



Service opportunities

For subscribers:

- Traditional RBT (Ring Back Tone).
- Gift RBT.
- System RBT.
- RBT for an individual subscriber.
- RBT for a group of subscribers.
- Corporate RBT.
- Playing melodies depends on the day of the month, day of the week, and/or time of day.
- Automatic melody extension.

For content providers:

- Loading content.
- Content management (suspension/ sales resumption).
- Control of license agreement termination period.
- Price management.
- Composite content formation
- Sales reports generation.

For operators:

- Integration with operator systems for service activation.
- Provision of Try & Buy services.
- Conducting Happy Hours.
- Connection of new content providers.
- Access control by content providers to the platform.
- Servicing customer requests.
- Tariffication of using RBT service.

Scenarios

WEB portal

- 01 Buying a melody
- 02 Setting playback rules

SMS channel

- 01 Service activation
- 02 Buying a melody
- 03 Deleting a melody
- 04 Service deactivation

Types of downloadable content

- 01 Public content (uploaded by the content provider):
 - separate melody (single content);
 - melody package;
 - music channel.
- 02 Non-public content (uploaded by a subscriber or corporation):
 - personal content;
 - corporate content.

User interfaces

- Content manager interface
- Content provider interface
- Admin interface
- Help Desk Interface
- Enterprise account manager interface

Playback Rule Priorities

The target audience:

- For a single subscriber
- For a group
- For all

Date/Time Limit:

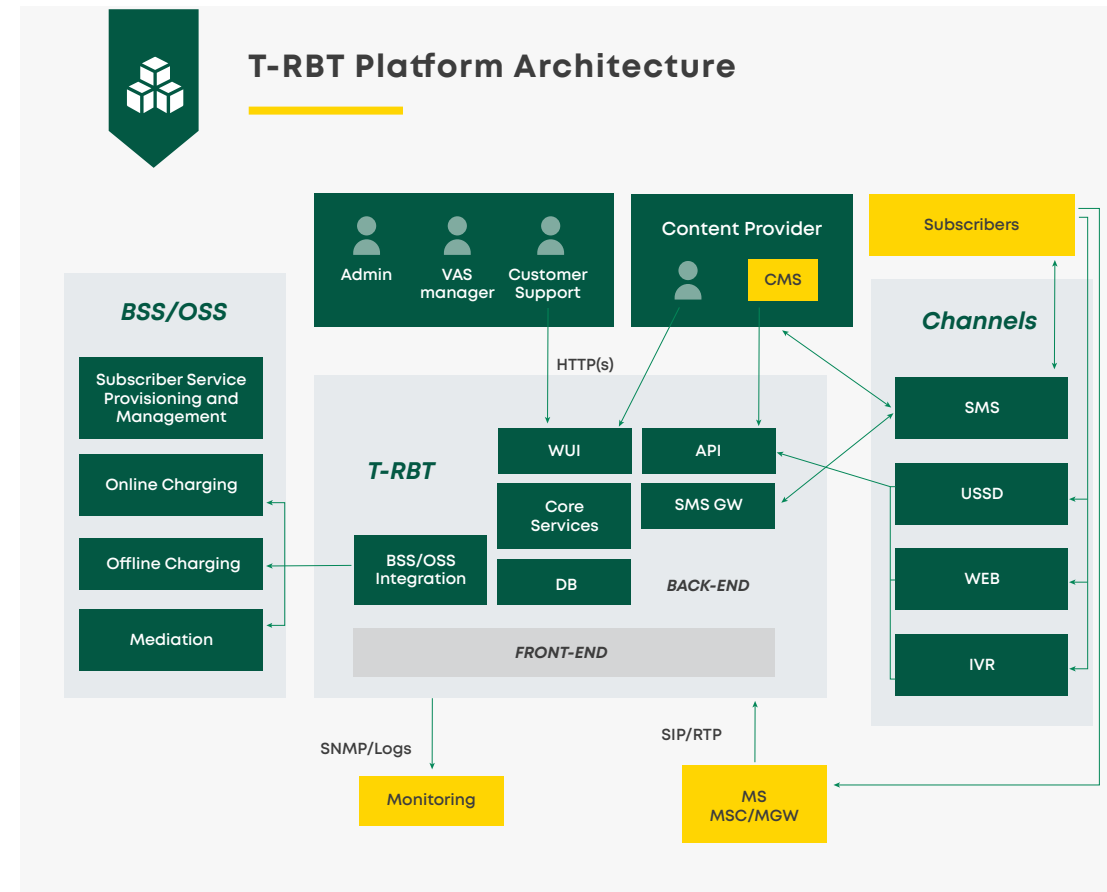
- One time
- Yearly
- Monthly
- Weekly
- Daily
- Always

Service control channels

- SMS
- WEB
- IVR
- USSD
- Mobile App
- CRM
- Billing



Telesens Ring Back Tone system answers the time challenges for operators, subscribers, and content providers.



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