



# SC.SMS-Settings

System for Automatic Delivery of Settings  
for Additional Services

Krasnoyarsk, 2013

# SC.SMS-Settings



## How to make phone configuration easier?

Some cellular network subscribers sometimes fail to use some of the MNO's additional services due to the need to configure their devices.



Some of them are reluctant to waste their time, some do not understand the functionality of their devices, and some fail to understand the manuals.

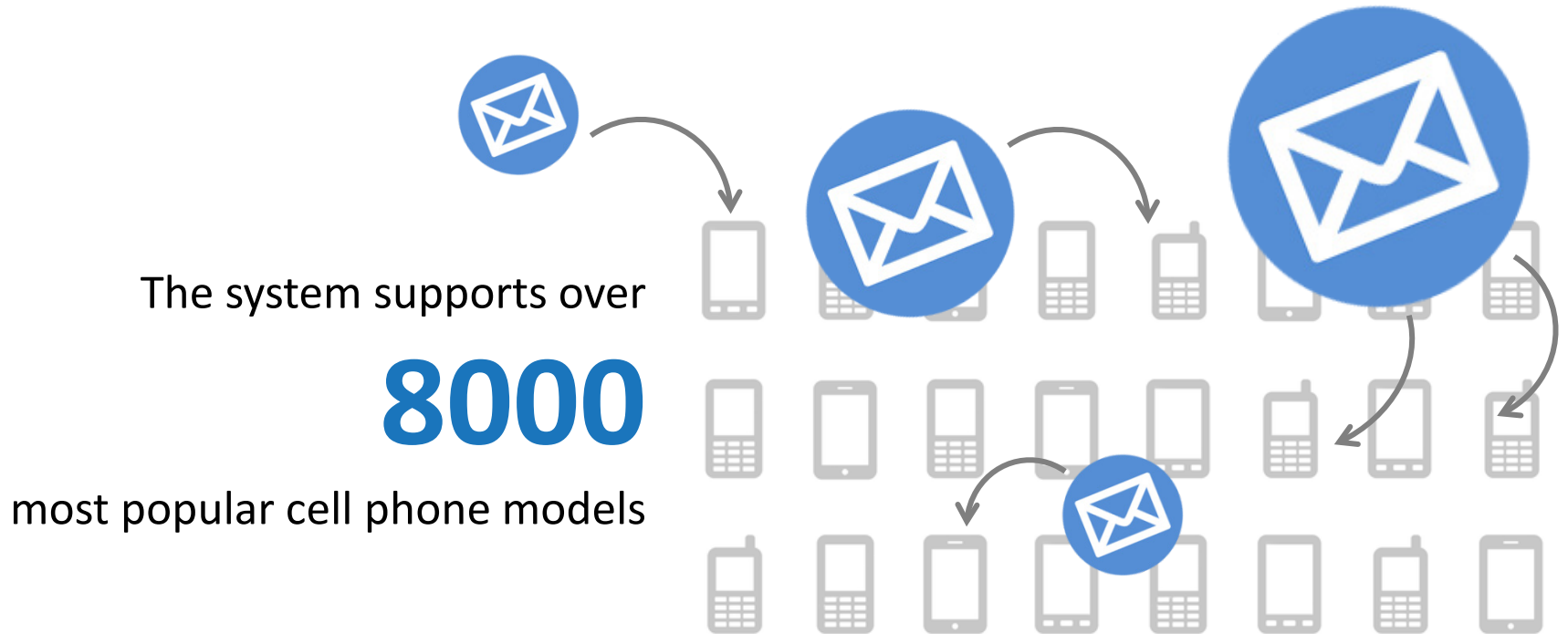
Svyazcom offers the mobile network operators to simplify the cell phone configuration process.

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## Our Offer



**SMS-settings** is a platform of automatic OTA settings for various services in mobile terminals



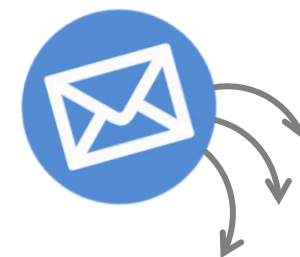
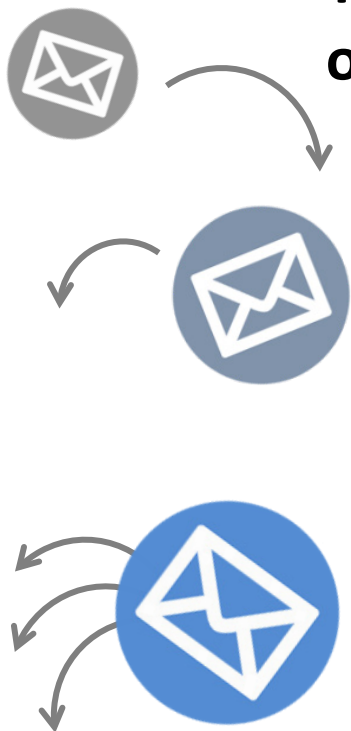
# SC.SMS-Settings

## Platform Functionality



### The platform supports different modes of sending the settings to the subscriber:

- Automatic sending upon detection of a new MSISDN-IMEI-IMSI triplet in the network
- Automatic on command from the billing system (provisioning), e. g. on service connection
- In response to SMS/USSD command from a subscriber (settings request)
- On command from an application on the SIM card
- On command from the platform's web interface
- On provisioning command from any other system in the MNO's network
- Bulk delivery of settings is possible over a certain subscriber list formed using the database of SMS-Settings or otherwise



In addition to the settings, the SMS may contain text notifications or advertisements

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## Platform Functionality



### Monthly database updates

50 to 200 new models  
150 to 800 new TACs

### Accumulation of triplets database (MSISDN-IMEI-IMSI)

An additional advantage of the system is automatic tracking of the moment the subscriber replaces their terminal with a new one, if they are subscribed to additional services. In such case, the system generates new settings using the information about the new phone and sends them to the subscriber.

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## Platform Functionality



### Probabilistic settings

For the phones without an exact match in the platform database, the system generates an SMS message with the most probable settings based on indirect data on similar models



The probability of successfully applying such settings is **70%**



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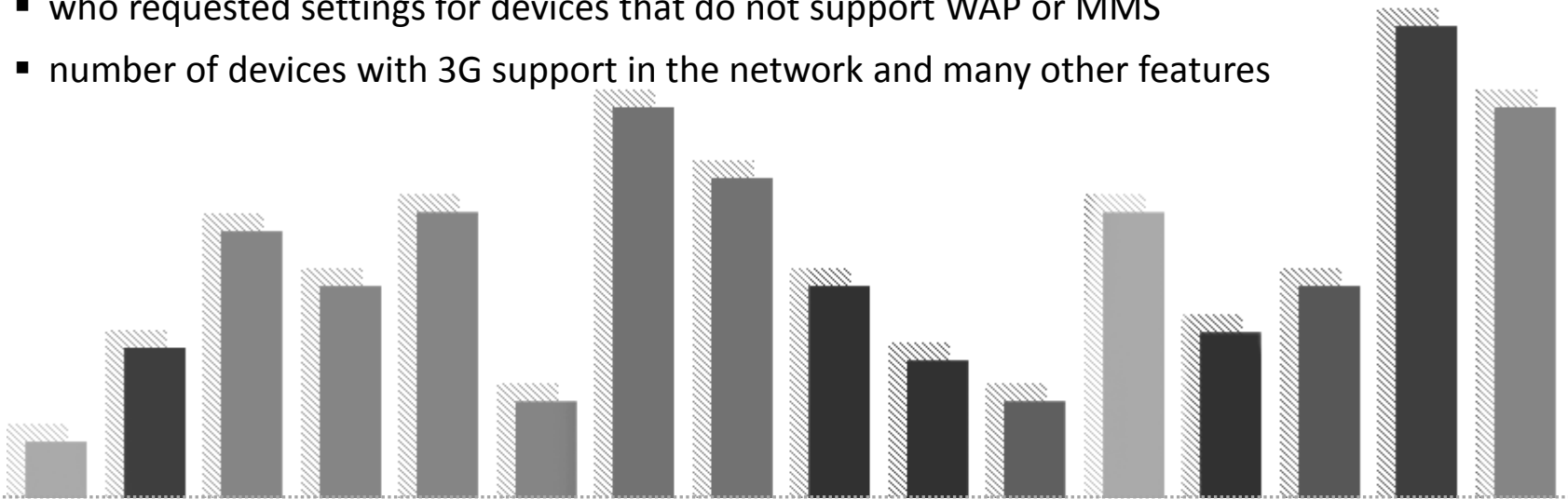
## Platform Functionality



### Provision of statistical information

Example of parameters which may be covered by the statistics  
Number and MSISDNs of the subscribers:

- who were sent SMS invitations to receive settings
- who requested the settings upon receiving invitations
- who requested the settings independently
- who requested the settings repeatedly without changing the device (with the same IMEI)
- who requested settings for devices that do not support WAP or MMS
- number of devices with 3G support in the network and many other features



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## Platform Functionality



**The following types of settings are supported:**

- WAP
- MMS
- Internet for Java applications
- Internet for the browser without using a WAP gateway
- SyncML
- Video streaming
- Email
- Push-to-Talk

**It is possible to receive an IMSI based on an MSISDN by a MAP request to HLR**

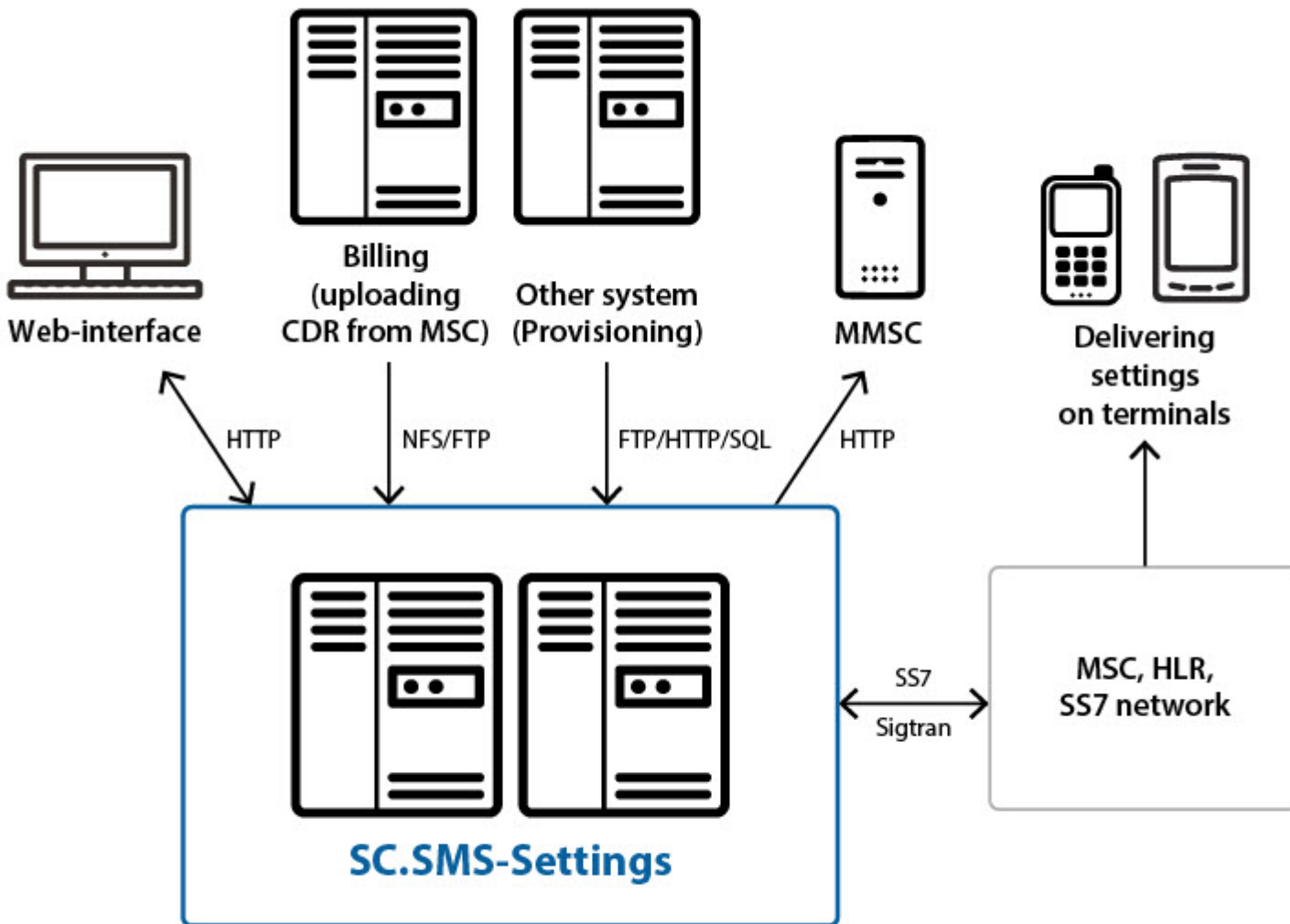
**MMSC Provisioning**





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## Scheme of integration into the MNO network

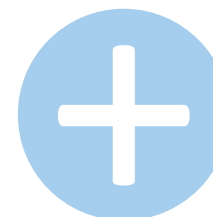


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## Advantages



- Unique and unparalleled function of probabilistic settings for the devices not listed in the platform database
- Maintenance and monthly updates of the mobile devices database
- Tracking and automatic generation of settings if a subscriber replaces their device with a new one
- Increased profits from additional services due to convenient and simple configuration and connection



# SMS-Settings

from Svyazcom

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