

Overview

Cell site mapping application is based on the Netxcell Insta Alert enablers (VLR updates) that is part of the comprehensive Netxcell VAS platform.

A cellular network is a radio network of cells known as the base stations. Each base station covers a small geographical area. Cellular providers group a number of these base stations together to optimize the among of signaling that takes place within the network this grouping is called a location area and is identified with a unique code in the network called the Location Area Code (LAC). Mobility across the cellular network is tracked in terms of the LAC changes that a mobile device undergoes as it moves around in the network and this information is communicated by the devices to the network using Location Update Procedures.

Insta Alert enabler provides the Value Added Service Platforms like Netxcell the change in the location of the subscriber as it moves around in the network ideally or making calls etc. The LAC code is then mapped to a location address in the area that gives the location of the subscriber that can be as accurate as 100 meters depending on the demographics (suburban / urban).

Thus Insta Alert based cell site mapping could be used as a powerful location based platform. An example of such application is described below:-

Operators have outlet stores through-out the city/state/country to make life easier for the mobile subscribers by making it easier for them to pay their mobile bills or avail other in person services. Cell Site Mapping identifies the location of the mobile user and based on the location update informs the mobile subscriber of the nearest outlet store – so that the users easily locate the nearest outlet store.

Same can be used in a variety of other applications as locating stores or doing some location based advertising etc.

Features

- Detects when the subscriber logs on to the network
- Capable of sending instantaneous triggers to SCP or CSE
- Identifies the following mobile events
- Location Update within the same VLR or to a new VLR
- Attach of MS
- Detach of MS : MS initiated (explicit MS switch off) or network initiated (implicit).
- Subscriber profile management.
- Campaign-wise call Flow
- Capable of identifying when the users latches to the Cell Site
- Campaign Management
- Reporting Mechanism

Benefits

- Increased Contact % and Conversion Rates from Zero Usage Base.
- Optimum Utilization of Resources - Auto-Dialers need not be sent to Entire Low Contact Base.
- Capable of running location specific campaigns.