

Overview

Netxcell Video OBD platform empowers clients to make 3G video calls directly to a planned 3G audience base. These calls carry pre recorded information and can be used for variety of purposes, e.g., promotion of services being offered by Telecom Operators' Marketing, Retention, technical departments, devotional / entertainment music and video content promotion and VAS applications etc. The same can be utilized in the enterprise sector for promotion of products/services, promotions being offered. When applied on the SI sector, this can be a powerful tool for sharing information across mobile resources of the managed service providers, helping them to manage the network components and services more effectively.

Netxcell Video OBD is an open standards based platform that is built with modular components making it easily scalable and enabling it to be deployed in stand alone or distributed deployments architecture. Netxcell offers a hosted model, especially suited for enterprise and SI sectors.

Netxcell Video OBD platform plugs in as a module of a comprehensive Netxcell VAS delivery platform. This VAS delivery platform allows easy integration of various access and delivery channels like SMS, USSD, web, wap modules, a java, (V)xml based Application run time module, a network abstraction module that hides details of network and IT node integrations from applications, graphical service creation and work flow creation modules that make the customization and new application creation faster, a campaign manager platform that has a rich GUI based framework for creating, scheduling and running campaigns independent of the delivery channels and provides hooks for operational aspects of campaigns like base upload, rules based NDNC scrubbing etc .

Features

- Manages multiple simultaneous campaigns
- Supports prioritization of campaigns by assigning weightages
- Ability to reserve delivery channel resources for individual campaigns
- Ability to start, stop, pause, schedule date and time of individual campaigns
- Ability to set retry rules for unanswered or failed calls
- Ability to create intelligence like checking network for availability and 3G status of a number before initiating calls
- Provides graphical service and hardware level monitoring modules for ease of operations and troubleshooting.
- Roadmap for completely customizable reports available in real time: Q3 2011
- Roadmap for rules based customer usage analysis and subsequent information / delivery / discovery personalization: Q4 2011.

Benefits

- Bulk Simultaneous automated voice calls broadcasted to a predefined call list
- Multiple simultaneous campaigns with separate messages
- Easy-to-use interface to submit and view status of calls
- Filters out DND list and complies with DND regulations
- Effective reporting tool for MIS of success and failure calls.