

3 Reasons Carriers are Discovering New Profitability with the Premier Provider of Real-Time Traffic Analysis.

Coherent Networks International has been driving the telecommunications revolution since 1971. We pioneered the unique technology that captures complete call and transaction detail records (CDR/TDRs) from SS7 traffic in real time. Now Coherent Networks brings this capability to all types of signaling networks worldwide including SS7 and IP-based networks. Coherent Networks solutions let carriers deploy new revenue generating services like SMS messaging and m-commerce, and to implement next generation Quality of Service applications.



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The next generation of real-time traffic analysis solutions are available today from the leading provider: Coherent Networks.

Our real-time traffic analysis system provides:

- Complete SS7-based CDR/TDR generation—in real time – directly on the probe
- Real-time presence, location and status of mobile users on the network
- SS7-based traffic analysis – regardless of technology, geography, or interconnection complexity
- Complete network visibility and simplified troubleshooting – accessible via Web-browser
- Comprehensive and flexible outputs that are ideal sources for fraud and billing systems
- Service quality levels highlighted on easy to read reports
- Data to enable customer care representatives to resolve trouble reports quickly and easily.

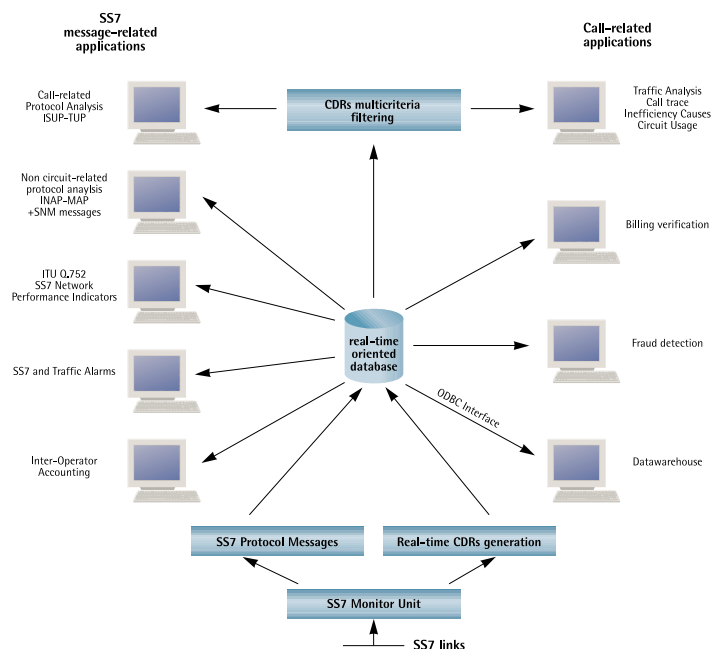
What's more, Coherent Networks' powerful applications allow carriers to optimize network revenues, performance and availability. Today we provide these solutions to more than 75 network operators across 6 continents.

prOceSS7™: The Premier Traffic Analysis System

A breakthrough in SS7 data use—prOceSS7 is the industry's leading monitoring solution. prOceSS7 is the only system on the market to generate call and transaction detail records in real time directly on the probe. These SuperCDR/TDRs are complete with their associated protocol messages to form a far more comprehensive and valuable resource than records obtained from switches. For example, by monitoring traffic levels and immediately issuing user-defined threshold alarms, prOceSS7 enables carriers to proactively prevent outages. prOceSS7 provides the “big picture”, an overview of live traffic on the network, with the ability to “drill down” to any desired level of detail.

prOceSS7 is a “must have” for carriers for many reasons:

1. Real-time access to all calls and call attempts is of paramount importance to carriers wishing to capture all available revenues, either by correctly billing for interconnected carrier transactions, or by quickly deploying new, high-margin differentiated services.
2. Carriers use our multi-criteria content filtering to analyze call detail records in real time to select the best carrier for each route.
3. Real-time presence, availability and location data for wireless subscribers is key to many revenue generating applications, and prOceSS7 is the only non-intrusive way to gather it.
4. Carriers are being billed for use of SS7 facilities and databases, and prOceSS7 provides information on their true usage to verify (or challenge) these charges.
5. Lost revenues due to fraud can be eliminated by using real-time data in a Fraud Detection application.
6. Some carriers deliver millions of SMS messages from other carrier's subscribers without billing for the service. prOceSS7 can help them capture these revenues.
7. Customer complaints can be handled quickly by determining the cause of any failed call—even while the customer is still on the line.



prOceSS7's Suite of Business Applications

A suite of value-added software applications is fully integrated with the prOceSS7 system. These applications are invaluable given the growing volume and diversity of traffic carriers are now facing.

ProTraffic—Traffic analysis by service per destination using real-time CDR generation

ProTraq—Define Alarms based on traffic conditions

ProScan—Multi-criteria protocol filtering for network troubleshooting

ProAlarm—Dedicated SNMP manager for alarm capture and escalation

ProTrace—Real-Time Call and Protocol Trace for up to 20 complete or partial numbers

ProPerf—Display performance indicators

Managing your traffic is only part of the solution. Coherent Networks' innovative products and services have transformed carriers' ability to deliver targeted service offerings based on real-time events.

Coherent Networks' solution allows you to deliver high revenue, brandable and personalized services to your subscribers using real-time presence and location information.

Unique one-to-one marketing tools aimed at revenue generation:

- In real time, market to all roamers entering or leaving a location
- Deliver presence and location-based services for subscriber
- Enable real-time 3rd party location-based marketing.

Unique analysis tool:

- prOceSS7 Mobile for profiling activity within your network. This allows for the development of new and innovative marketing strategies based on the specific knowledge of your roamers and subscribers.

Unique integration with 3rd party Instant Messaging (IM) suppliers that offers:

- Accurate presence status on every handset to give the appearance of "always-on" availability to the user's buddy list
- The elimination of the need to "log-on" using the voice channel to carry on a communication with a "buddy"
- Interface between your SMS-C and the IM server to send messages between a person's handset and his "buddy"
- Useable for sending text messages even to handsets that can receive only text messages. This immediately extends the reach of your IM marketing strategy.

Unique and powerful "out-of-the-box" wireless messaging applications:

- **SMS Welcome**—market to new roamers that enter your service territory
- **SMS Welcome to a Place**—market messages to roamers entering a limited geographic area such as a city
- **SMS Welcome to an Event**—market to roamers visiting an event. Coherent Networks' Welcome solution was used at the Sydney Olympics
- **SMS Bon Voyage**—gather marketing information about your subscribers roaming in a foreign service territory

Coherent Networks is the leader in providing mobile messaging solutions. Network operators worldwide use SMS Messaging to identify roamers entering their territory, in real time.

Over 30 years of field-tested successes with a global clientele.

Coherent Networks provides solutions that address the information access needs of telecommunications carriers. Our solutions enable customers to more rapidly derive information required to optimize network availability, improve efficiency and identify new service and sales opportunities. Our customer base includes many of the most prominent names in the industry.

Headquartered in Westford, Massachusetts, we are a consolidation between two companies: Coherent Networks, Inc., in Syracuse, NY, and Network Management Group in Lyon, France.

Here are some of the customers that have helped make Coherent Networks the leading provider of real-time network applications.

Enterprise Users

Air France
Companie Bancaire
DGA
EDF
La Poste
Livingston
RATP
SNCF
TDF

Research Centers

CSELT (Italy)
DGA / CELAR (France)
FTZ (Germany)
France Telecom CNET
KPN Research (Netherlands)

Telecom Equipment Manufacturers

Alcatel
Bosch Telecom
CS Telecom
Ericsson
Italtel
Iskratel
Lucent Technologies
Marconi
Matra Communication
Nokia
SAT
Siemens
Solectron
Thomson

Telecommunications Operators

9 Telecom
Airtel
Amena
Antel
Bayentel
Belgacom
Bezeq
Bouygues Telecom
BT
Bulgarian Telecom
Cellnet
Cegetel
CI Telecom
Colt
Cosmote
CTC
Deutsche Telekom
Dutchtone
EPM
Eircell
France Telecom CESI
France Telecom Mobile
Global One
GMCC
Impsat
Intelig
Jersey Telecom
Kazak Telecom
Kertel
KPN
Matav

Mobistar
MTN
Multilink
Novis
Onatel
ONPT
OPT
P&T Algérie
P&T Luxembourg
Portugal Telecom
Proximus
RadioMobil
ROM Telecom
SFR
Siris
Slovak Telekom
Sonatel
SPT
Swisscom
Telecom Argentina
Telecom Bogota
Telecom Developement
Telecom Italia
Telefonica de Argentina
Telefonica de Chile
Telefonca de España
Telekom Austria
Telekom Slovenia
Telenet
Telesonique
Telintar Argentina
Telkom Indonesia
Telstra
TPSA
UMC
UNI2
UTEL

Consultants / Installers

Arcable
Ceritex
Expertel
Detecon
Dete System
PCH
Sofrecom