

ESKA[®] CDS

Content Delivery System

Mobile content is an important new revenue stream for telecom companies. Managing and controlling content, content providers and content delivery are becoming essential for all telecom operators who want to increase ARPU in the competitive telecom operator playing field.

ESKA[®] CDS is a content-aware application suite for the delivery of the right content to the right customer on the right device and at the right time.

As such, **ESKA[®] CDS** is a proven and scalable system that facilitates the collaborative organisation, control, and publication of large volumes of various mobile content types such as text, video, and ring tones for telecom operators and content providers.

Key Features

- Multilingual interface and content support
- Multiple content type support
- Extensive reports and statistics
- Easy and quick configuration
- Up-to-the-minute logging and auditing information
- Scalable and modular design

Main Functionalities

ESKA[®] CDS is a user friendly Web-based system that covers the following functionalities:

Content Delivery Engine

The Content Delivery Engine of **ESKA[®] CDS** is responsible for sending and receiving SMS and MMS messages, sending alerts, and balancing and prioritising loads.

The system provides different methods of content delivery triggers and mechanisms depending on the nature of the channel. Content can be delivered to subscribers in three different ways:

■ Upon-Schedule Push

Content is sent to channel subscribers according to a pre-defined schedule saved in the system and managed by an advanced scheduling tool.

■ Upon-Arrival Push

Content is sent to channel subscribers upon the arrival of content from the content provider.



■ Upon Customer Request

Content is delivered to customers upon a 'pull' request that can be sent via SMS, the Web, or IVR.

Messaging Gateway

The Messaging Gateway acts as a messaging router for communication, allowing for external applications to connect to **ESKA[®] CDS** to send or receive SMS and MMS messages through predefined APIs and various interfaces.

Charging

ESKA[®] CDS supports the following charging methods:

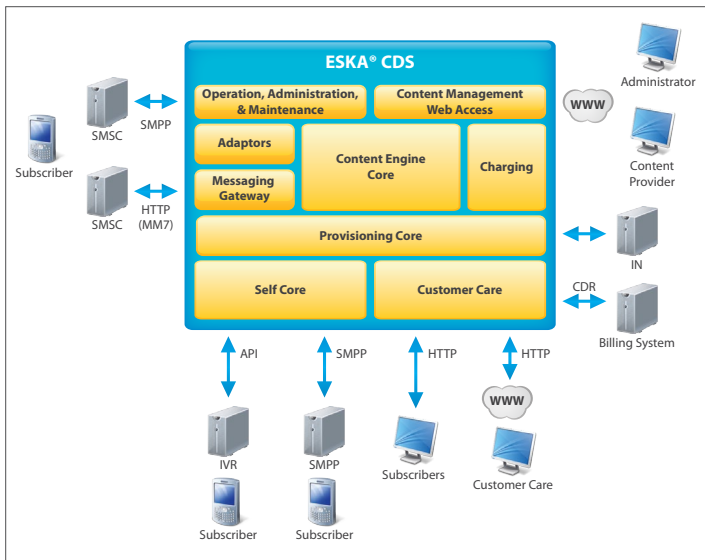
- **Real-Time Charging:** **ESKA[®] CDS** integrates with the operator's real-time charging system and deducts the appropriate amounts from prepaid subscriber balances on the spot.
- **Offline Charging:** **ESKA[®] CDS** generates configurable Charging Data Records (CDRs) and sends them to the operator's billing system to be included in the post-paid subscriber's monthly invoice.

Promotions

ESKA[®] CDS supports creating and applying marketing promotions where specific channels or groups of channels are provided for the customers, either free of charge or at a discounted rate. These promotions are created by defining sets of triggers and actions in the system.

Auto Content Extraction

ESKA[®] CDS supports the automatic downloading and content extraction for channels that a service provider wants continuously updated without the need of manual actions. This is accomplished



through having content published and available through various interfacing protocols.

Operation, Administration, & Maintenance (OAM)

ESKA® CDS provides an advanced administration tool that enables system administrators and VAS teams to manage the system using different access rights and privileges.

The OAM module covers the following main functionalities:

- System user and access rights management
- Login for privileged users
- Content provider management
- Black listed providers
- Short code management
- Category and channel management
- Automatic content filtration
- Workflow management
- Promotions management
- Voting management
- Alerts management
- Reports and statistics management
- Configuration management

Content Management Web Access

The Content Management Web Access enables content providers and VAS teams to manage mobile content with different access rights and workflow roles for each type of user.

Content providers and VAS teams are able to view, search, manage, test, publish, and edit content for each channel in the system.

The system provides an MMS composer, which enables content providers to compose and send multimedia messages.

Provisioning Interfaces

ESKA® CDS provides the following flexible and multilingual interfaces for customers to subscribe to and manage content channels:

Customer Care Provisioning

The Customer Care Provisioning interface enables customer care agents to view available services and customer account history, manage customer services, and send content to subscribers upon request.

Self-Care Web Provisioning

ESKA® CDS enables subscribers to perform self-provisioning through an easy-to-use Web interface. Subscribers can view all available services, subscribe to and manage services, request content to be sent to their mobile devices, send invitations, share content with a friend, block unwanted content, and set a subscription timeline, amongst other services.

Self-Care SMS Provisioning

Using configurable commands, subscribers can perform SMS provisioning with the ability to manage SMS channels and request content whenever they choose.

Self-Care IVR Provisioning

ESKA® CDS supports different protocols to integrate with the IVR system that allows subscribers to perform provisioning using IVR.

Auto Provisioning

Upon predefined triggers and conditions, **ESKA® CDS** keeps track of subscribers' statuses, subscriptions, and promotions and automatically performs the needed provisioning actions.