Ethrix’s EVoIP® VAS over Cloud Customized Ring Back Tone Service

Ethrix’s EVoIP® VAS over Cloud CRBT (Customized Ring Back Tone) Service is an exciting value added service and is one of a suite of services that have been developed and deployed over Ethrix’s EVoIP® VAS over Cloud Platform. Ethrix’s CRBT is a 4G ready software only solution that can be deployed in either an operator’s private cloud or on dedicated servers. Ethrix’s CRBT Service is an attractive Value Added Service (VAS) that has a compelling fun user experience that drives viral adoption. CRBT has a high ARPU (Average Revenue Per User) and provides operators with a substantial ROI (Return On Investment).

The Benefits of Ethrix’s EVoIP® CRBT Service

For the Subscribers

Private and corporate subscribers now have a way to express themselves and to entertain their callers. Callers enjoy the music rather than the boring ring tone and it becomes a topic of conversation on the call in its own right. People love to share content and preferences and Ethrix’s CRBT allows them to share music very simply.

For the Operator

The CRBT service has proven to be a killer application in many markets and segments, with users enjoying the experience and driving viral service adoption. Ethrix’s EVoIP® CRBT Service is easy to deploy and integrate in the network environment. The service is handset agnostic and can be offered to both pre-paid and post-paid subscribers. CRBT has an extremely attractive operator business case driving multiple content revenue streams, supplying an elegant, fun and compelling, simple to deploy service that meets a clear consumer need. The CRBT service leverages the operator’s core assets. Ethrix’s EVoIP® VAS over Cloud has a low Total Cost of Ownership (TCO) ensuring low service costs. Ethrix’s CRBT Service runs over Ethrix’s EVoIP® VAS over Cloud Platform that has been deployed with many applications at operators worldwide. The EVoIP® VAS over Cloud Platform is a pure IP based, robust
VAS over Cloud CRBT - Overview

Ethrix’s EVoIP® CRBT Service allows subscribers to select music that their callers will hear before they answer. The service is extremely attractive to both the caller and the subscriber. It allows the subscriber to communicate something about their personality, their mood, their favorite music and current situation. For the subscriber, CRBT is part of their personal branding. It extends their social presence to the phone and allows them to express themselves, their likes and preferences just as they do by sharing links and media on other social networks.

The experience can be shared with all callers or dedicated to specific people. The subscriber can choose the same music for all callers, or can select different clips for different callers. Close family and partners can receive highly personalized choices, close friends a different selection and callers from the subscriber’s wider social circle and unknown callers something much more general. The subscriber can select individual numbers or a group of contacts. Corporate users can use CRBT as part of their brand recognition strategy using customized ring-tones and promotions.

The caller is entertained by the music and learns something about the subscriber; their mood, their tastes and their personality. The music turns the caller’s tiresome wait for an answer into a social and informative experience.

Ethrix’s EVoIP® VAS over Cloud Platform

Ethrix’s CRBT is deployed over Ethrix’s EVoIP® Voice over Cloud Platform. Ethrix’s EVoIP® Voice over Cloud Platform is an all-IP, 4G-ready, hardware agnostic platform that can run in the operator’s private cloud or on hardware provided by the operator’s IT vendor of choice. It supports industry standard, well known interfaces and protocols for simple platform deployment and maintenance.

EVoIP® VAS over Cloud Platform has a very small system footprint and with low power and cooling requirements it is both environmentally friendly and economic to operate.

EVoIP® Voice over Cloud Platform can be deployed in a multi-site configuration supporting full redundancy between sites.

EVoIP VAS over Cloud Platform provides a comprehensive Microsoft based IDE (Integrated Development Environment) that allows operators to take full control of the user experience. Operators can change the user experience and call flow using in-house resources. This substantially reduces project costs and dramatically improves time to market for new services. This capability is essential for supporting seasonal and short term marketing initiatives.

The Benefits of Ethrix’s EVoIP® VAS over Cloud Platform

Ethrix’s EVoIP® CRBT is deployed over the Ethrix EVoIP® VAS over Cloud Platform. The Ethrix EVoIP® VAS over Cloud Platform is highly differentiated and offers lower costs, simpler and more flexible deployment and operation and an enhanced Return on Investment.

- An open, flexible, hardware agnostic, 4G Ready, Next Generation, State of the Art IP VAS – that is available today
- Built on Ethrix’s advanced software and architecture using non-proprietary, industry standard tools, environments and best practices
- A compelling user experience with new services and simple web access driving revenue and enhancing the operator’s brand
- Attractive CapEx driven by a simplified licensing and system sizing model
- Hardware Agnostic and can be
Deploying Ethrix’s EVoIP® Custom Ring Back Tone Service

The operator provisions music to the system using the integrated CMS (Content Management System.)

The subscriber browses the library of available music using a handset application, IVR or on the operator’s web site and selects their preferences. The subscriber then defines which tracks the different callers will hear. For example, they may select a very personal track for their significant other, and a more general preference for other callers or groups of callers. Social media integration allows subscribers to publicize their new choices to their friends.

Corporate marketing departments can use CRBT as a brand and promotion tool by setting the ring back tone of their subscribers. They can define when the CRBT service will operate for example by work-hours only or for general use. When a call is made to the CRBT subscriber the network rings the subscribers phone and passes the call information to Ethrix’s EVoIP® CRBT Service. The call details are analyzed and the relevant track retrieved and played to the caller. When the subscriber answers the call the media is immediately stopped and the call established as normal. If the call is not accepted, the network processes it as defined for that subscriber for example diverting it to voicemail, to another party or as a no answer.

Typical Revenue Streams with Ethrix’s EVoIP® CRBT Service

Subscribers like to frequently change their music, choosing directly from the library or based on clips that they hear when phoning other users.

Ethrix’s CRBT Service provides a compelling, viral user experience with several revenue options:

• **Monthly Fee** – Subscribers pay a small month service fee to enjoy the service.
• **Selection Fee** – When subscribers select a track as a ring back tone they pay a selection fee.
• **Ringtones** – Subscribers and callers that like the track can select it as their own ring tone and have it delivered to their handset.
• **Download** – Callers and subscribers can opt to purchase the ring back tone as a mp3 file to enjoy the full length track.
• **Gifts** – Users can purchase the mp3 track or ringtone as a gift for a friend and have them delivered directly to their handset.

Ethrix’s CRBT service is extremely compelling fun service with high participation rates and frequent selection changes that provide the operator with a very attractive revenue stream.

deployed in a private cloud or on platforms from the operator’s IT vendor of choice (subject to SLA)

- **A Green Implementation** with a substantially reduced system footprint
- **Supports multi-site deployment and geographic redundancy**
- **Pure IP** – Built on industry standards and easily integrated into the operator eco-system
- **Hybrid (TDM/IP) environment** support enabling VAS migration now and saving upgrade pain in the future
- **Open System Standardization** – Built using well known protocols and APIs with industry standard tools over IT platforms
- **Reduced Maintenance** costs because the underlying platform is part of the operator’s IT solution and due to comprehensive remote maintenance capabilities from Ethrix’s 7 x 24 Network Operations Centre
- **A robust EVoIP® VAS over Cloud Platform** enabling the rapid implementation and deployment of many market-leading revenue generating value added services including the **EVoIP® CRBT**. This simplifies the ongoing VAS maintenance procedures.
- **Field Proven** – The **EVoIP® VAS Platform** is field proven in a wide variety of operator networks worldwide.
- **Service Creation - using industry standard IDE tools** and backed up with Microsoft Silver ISV partnership status.

The Ethrix Difference – Our Corporate DNA

One of the principal advantages of EVoIP® Voice over Cloud CRBT is the Ethrix Difference and our corporate DNA. Our corporate DNA is our agility and uncompromising customer dedication that allows us to meet our customer’s needs and ensures complete project focus and success. The Ethrix Difference is built on our corporate DNA, on our belief in using industry standard infrastructure, tools and IDE and it has been refined by designing and deploying many value added services for telecom operators worldwide. designing and deploying many value added services for telecom operators worldwide.