uMobility
For Service Providers

- Solution Lets Your Hosted softswitch Subscribers Answer Their Office or Home Phone From Their Cell Phone - Anywhere!
- Provide Application Value to Your Existing Broadband Services While Securing Traffic on Your Network!

The venerable pay phone lost out to the cellular phone and now that same device is becoming the single device for much of a customer's communications needs. The service provider needs a competitive weapon to regain market position to improve their position in the communications value chain.

uMobility lets service providers offer mobile voice services while solving two very important problems for their subscribers: 1) it lets subscribers answer their office or home phone directly from their cell phone, and 2) it greatly enhances in-building coverage to ensure reliable cell phone usage in the office or home.

uMobility works with today's most popular SIP-based softswitch solutions so more mobile voice traffic is carried by the service provider's network, allowing the chance to offer more value,in more ways.

How it Works

The solution automatically replaces weak cellular signal experienced from inside a building with the much stronger and more stable in-building Wi-Fi signal. The result has outstanding voice quality.

Subscribers still make and receive calls from their cell phone exactly as they normally would. uMobility senses when they enter or leave a Wi-Fi network and works with the network's SIP-based softswitch to direct calls to their smart phone over the best network available.

Hosted PBX Example: Tom is away from his cubicle. He may be in the conference room or even out of the office, at a coffee shop. Mary, a co-worker, dials Tom's four-digit SS extension: 4156. Normally, the call would roll to Tom's office voice mail, but with uMobility, Tom's cell phone rings and Tom is able to talk to Mary as if he is sitting at his desk. Better yet, if Tom is in a Wi-Fi zone, all office calls are routed to Tom's smart phone over Wi-Fi providing better in-building coverage– all day, every day!

Residential VoIP Example: Janet starts a phone conversation at home on her uMobility enabled smart phone. She has to leave to head to the airport, but continues her call as the uMobility server works with the network's softswitch to move the call from Wi-Fi to the cellular network with no user intervention! Regardless of where Janet is, her uMobility service presents her Caller Name (CNAME) and Calling Line ID (CLID) as if she was using the home phone line – with all that value being credited to the service provider.

Hosted SS Subscriber Benefits

uMobility provides many benefits for Hosted SS subscribers:

- Maintain an "in the office" appearance regardless of where they are
- Subscribers enjoy the convenience and freedom of movement that is provided by the cell phone in their office environment
- Reduces the bucket of cell phone minutes needed by the business
- Let companies track cell phone usage in the office because all cell phone calls are captured by the softswitch's CDRs
- Eliminates the need to pay for and install an IP phone at the subscriber premise - the cell phone can replace the IP phone, if desired

Residential VoIP Subscriber Benefits

uMobility also offers several compelling benefits for residential subscribers:

- Lets subscribers answer their home phone from their cell phone – anywhere
- Provides better in-home coverage with the considerably stronger and more stable Wi-Fi signal inside the home
- Eliminates the need to install for pay for a VoIP telephone adapter at the subscriber's premise
- Lets subscribers stop juggling between their cell phone and cordless landline home phone
- Lets subscriber maintain an "at home" appearance when they are away from their home
- Saves subscribers money – WiFi minutes are cheaper without giving up the value of mobility

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uMobility: Provide Mobile Value While Gaining More Traffic!

Service Provider Benefits

uMobility is an excellent addition to the service packages for several reasons:

- Win the Battle for the Desktop - uMobility provides tools necessary to provide mobile value through applications that creates customer loyalty
- Available Now - Femtocell and other in-building cellular network technology is coming – does your network have an answer?
- Lower subscriber acquisition costs - uMobility eliminates the expense of premise-based VoIP hardware such as ATAs and/or IP phones
- Increase Monthly Revenue - An excellent way to increase monthly subscriber revenue at low risk with high margin returns
- Competitive Differentiation – move away from selling pipes by sticking value on the end of existing broadband services
- Simple and Easy - Inexpensive and very simple to install and provision
- Add value to SIP trunking customers now, use as a foothold to provide dial-tone in the future.

Solution Components

uMobility is a 100% software solution consisting of the uMobility Controller (UMC) software and uMobility smart phone client.

The UMC software runs on standard, off-the-shelf hardware and interfaces to most popular softswitch solutions via industry-standard SIP messaging.

The uMobility smart phone client is installed via e-mail, providing a completely scalable solution.

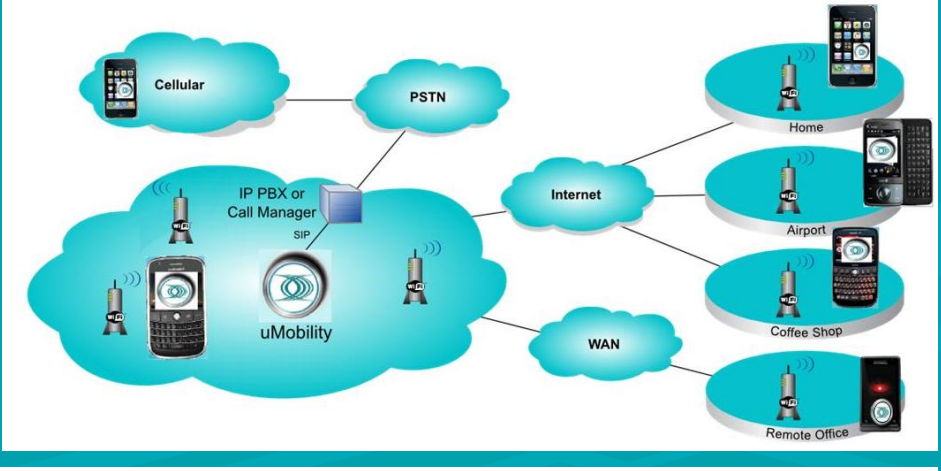
System Requirements

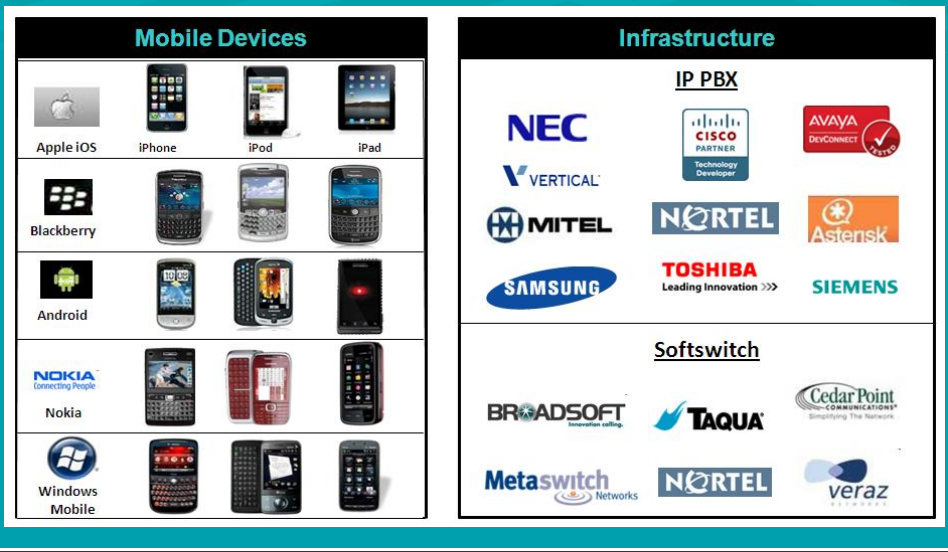
Softswitch and Application Servers
Broadsoft Broadworks and M6, Cisco CUCM Cedar Point, Veraz, Metaswitch, Taqua, Asterisk

Hardware for uMobility Controller

Server: CENTOS 5.4 or above running on Xeon class processor 3GHZ or higher
Memory: 4GB RAM
Hard Drive: 80GB
Network Interface Card: Gigabit Ethernet

Compatible with a wide variety of Windows Phone, Nokia (Symbian), Blackberry and Android phones as well as iPhone, iPod Touch and iPad





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