



**Product Portfolio**

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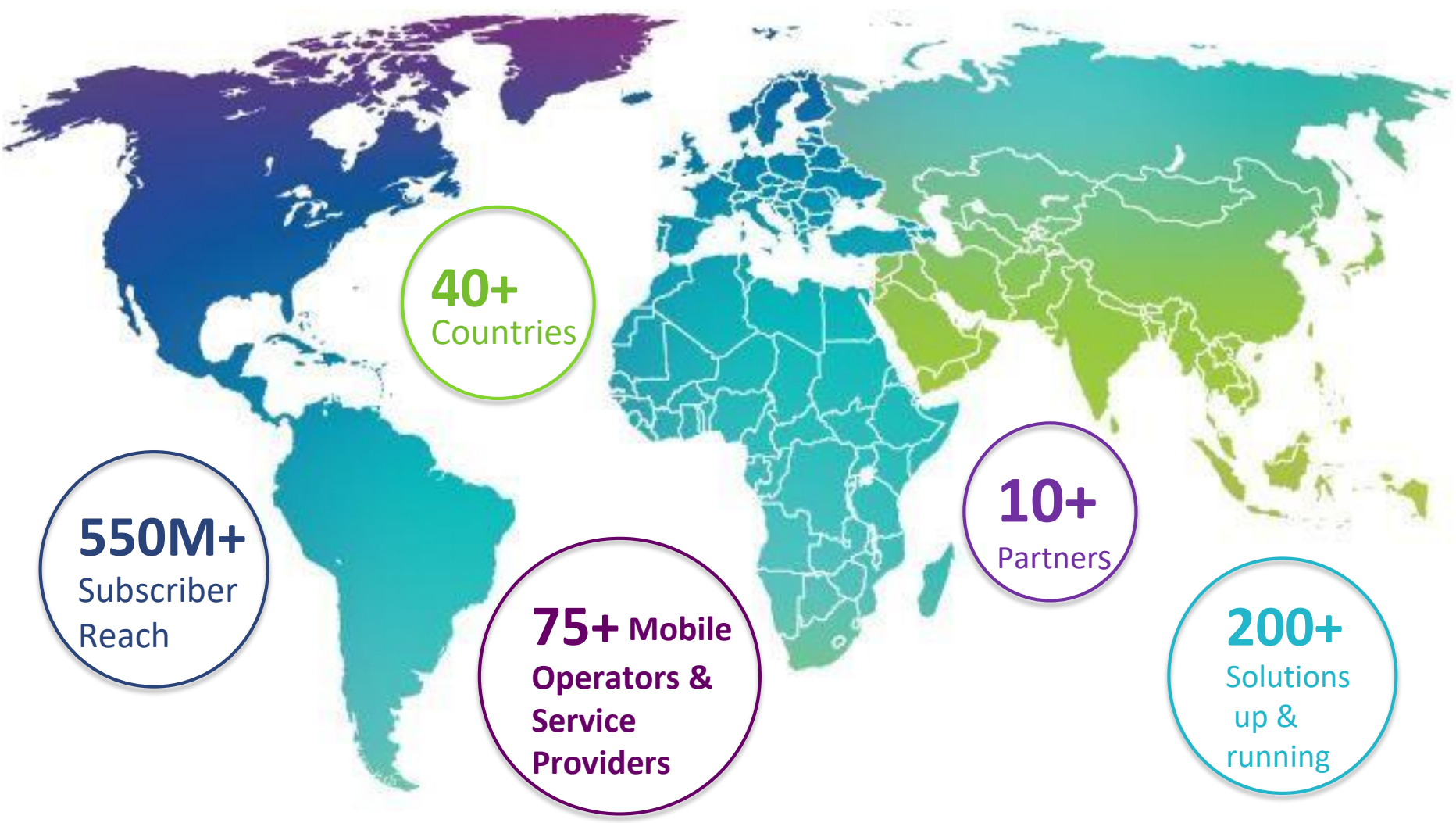
# About

Since its foundation in 1985, VarCom has been marked by excellence, innovation, and connectivity, and has grown rapidly to become a leading provider of carrier-grade telecom solutions. With its advanced technology and expansive portfolio, VarCom has gained an extensive market outreach positioning itself on the vendor list of top Mobile Groups.

Through timely delivery and limitless support, VarCom has successfully created and increased subscribers' loyalty across different fields, and it aims to proceed with this absolute dedication to meet its clients' expectations.



# MARKET COVERAGE



**550M+**  
Subscriber  
Reach

**40+**  
Countries

**75+** Mobile  
Operators &  
Service  
Providers

**10+**  
Partners

**200+**  
Solutions  
up &  
running



# A wide portfolio of clients

550,000,000 subscribers benefiting from VarCom's solutions

Groups:



Operators:



Service Providers:



Public Sector:



Financial:



Health:



# What VarCom Offers



Faster and Operational Efficiency Expertise Across Higher service rollouts & Flexibility Various

Customer Bases

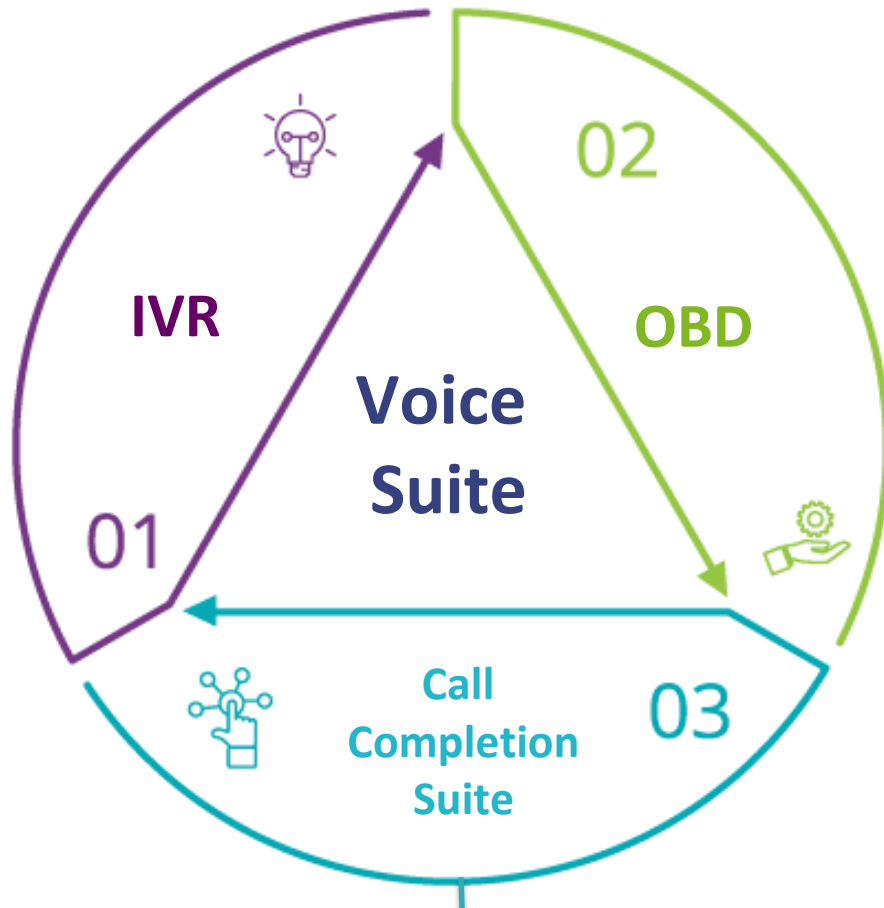


Extensive Engineering Knowledge



Accelerate Growth

& Experience



Visual Voicemail - Voice SMS - MCA/back to Coverage  
Collect Call - Call Me- Credit Me - Poke Me

# Voice Consolidated Platform

When voice systems fail, business operations are disrupted. This is critical for your business, and VarCom's Voice solutions are the starter kit that will make sure any operator must have of telecom services. From IVR and voicemail that provide an improved customer experience, to MCA and Collect Call that boost operator revenues, these solutions will help you penetrate any market from day one.

# IVR

- **IVR:**
  - **IN IVR** (recharge credit, check balance, activate services and subscriptions, etc.)
  - **VAS IVR** (Activate VAS such as voting, Call & Win, send a song, surveys, run new services on VarCom easy-to-use GUI, etc.)
  - **Call Center IVR** (Receive calls on VarCom IVR before being forwarded to Call Center)
- Complete set of IVR **reports** and **graphs**.
- Wide set of IVR **applications** implemented via our graphical user friendly interface.
- Independent operation of the IVR Channels which provides multi-application execution.
- Text-to-Speech, Voice Recognition, Voice Recording Tool, Flexible Call, Transfer, Multiple Services Creation.
- Available interfaces **SIP, SS7 ISUP, SIGTRAN ISUP**.
- **Multiple** deployment environments.
- VarCom IVR Application Generator is part of a fully visual development suite, where heavy duty applications can be easily built using ready-made “drag and drop” assembly blocks.







## OBD

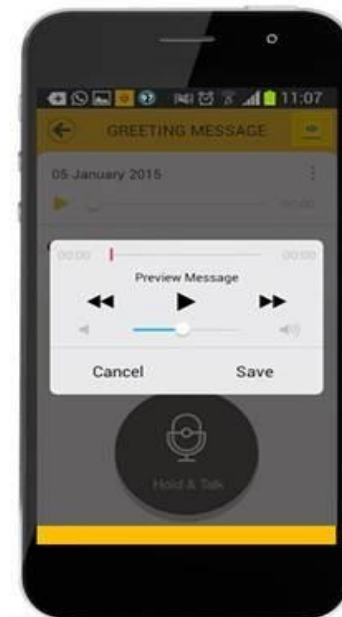
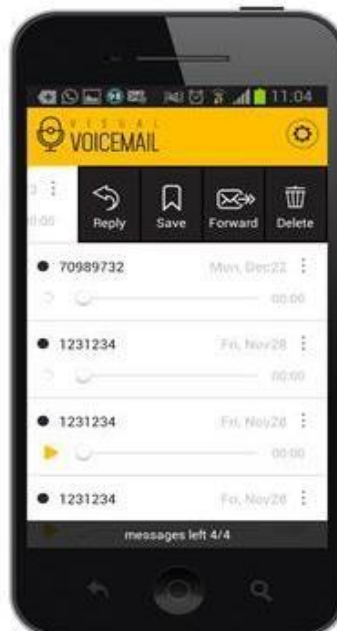
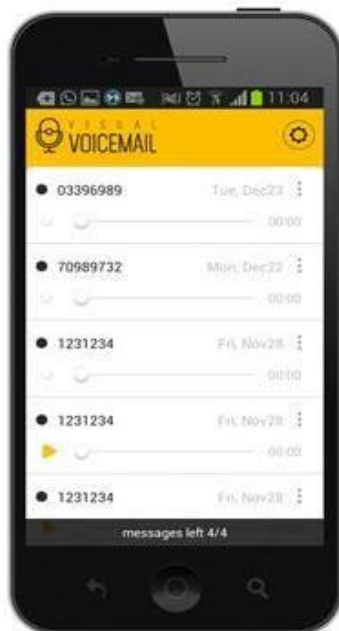
OBD is a comprehensive and easy to use system which manages the distribution of scheduled and customized recorded voice messages through a set of output voice communication channels. It gives the possibility to prepare, execute, track, and analyze multiple campaigns effectively.

- Enables operators to create automatic Outbound calls. The list of subscribers to be called can be uploaded into our system.
- Campaign oriented: allows admin to easily create and keep track of a large volume of outgoing traffic with a full statistics and analytics tool.
- Delivers personalized message content with configurable time settings.
- Enables fully automated interactive dynamic interaction with end user and DTMF menu driven control for service subscriptions, subscriber's feedback, etc...
- Allows multiple data entry methods and the scheduling of several types of Outbound 'events' simultaneously.
- Integrated platform: operators can provide VarCom OBD Platform to 3<sup>rd</sup> parties advertisers to schedule their own campaigns which are in terms approved by the operator. Thus, increasing operator revenues generated from the platform.

# Visual Voicemail App

Provides a bespoke branded mobile app allowing smartphone users to visually access their received voicemail messages.

- Play and navigate through messages.
- Save/delete messages.
- Choose settings – such as received alerts, white/black lists, login passwords, and much more!



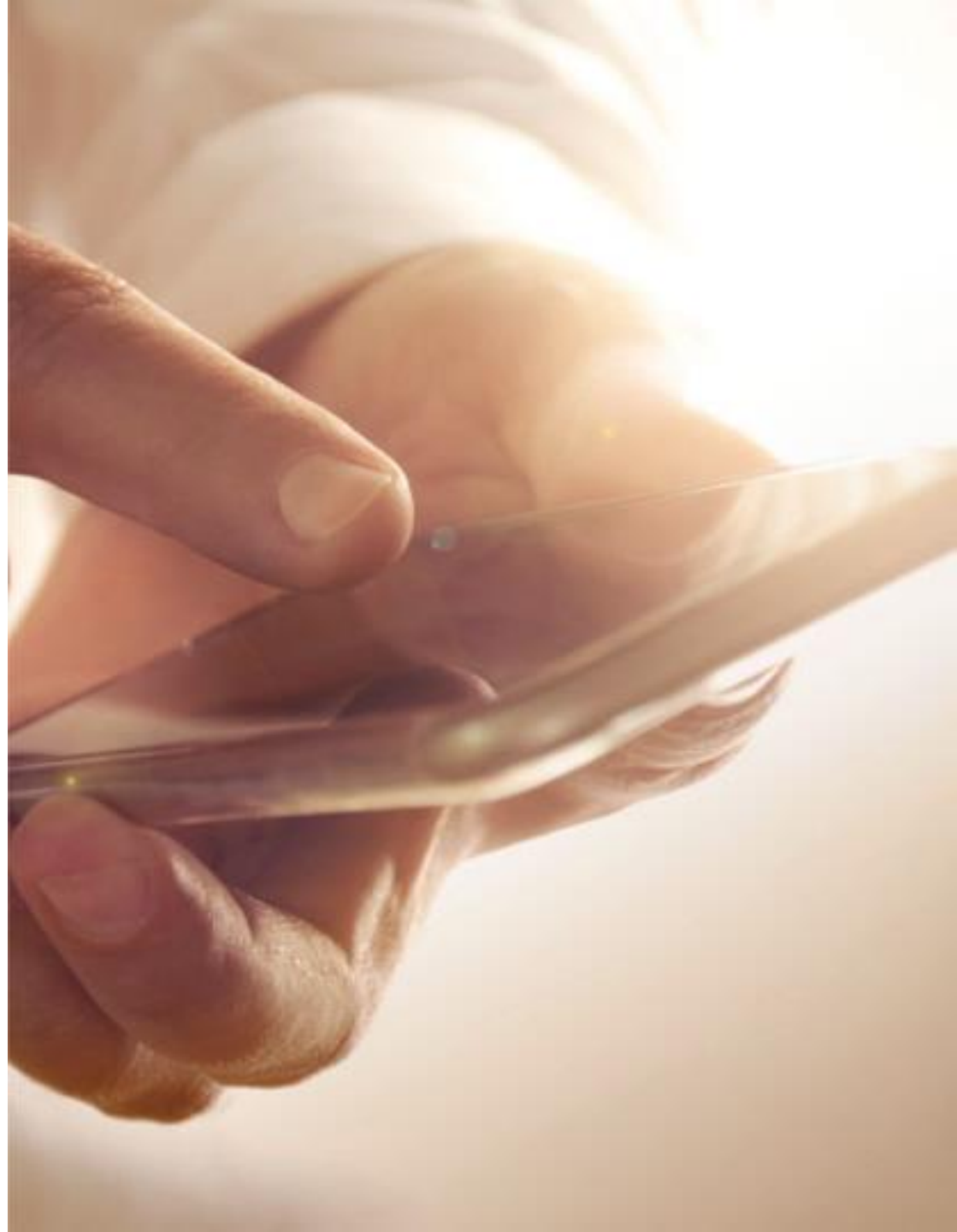
# Voice SMS

- VarCom Voice SMS (VSMS) adds new heights to the messaging services.
- It boosts operator revenues and provides subscribers with a fast and outstanding messaging service via voice where it gives them several capabilities.
- It offers multiple features and benefits guaranteed to increase regional and global operators' ARPU (Average Revenue per User) while using existing network resources.



# Back to Coverage

- When the called party becomes reachable, the system will send a notification to calling party (A Party) notifying him about the status of B Party; thus, increase the call completion rate on the network.
- The system can trigger when the called party is reachable through the Silent SMS feature.





# Collect Call

- The Collect Call Service is a part of VarCom's Full Call Completion Suite.
- VarCom Collect Call is a reverse-charging service that allows users to request from another user (either **prepaid** or **postpaid**) to pay for the call.
- The caller can simply dial the service short code followed by the recipient's number.
  - Once the call is initiated, the system plays the collect call announcement to the recipient.



# Call Me

- VarCom Call Me is a call completion service that allows out of credit users to request another prepaid or postpaid customer to call them.
- With no need to have credits or pay extra fees, a mobile user simply dials the service's free short code and specifies the requested party's number.



# Credit Me

- VarCom Credit Me is a convenient solution for subscribers in need of credits, whether abroad or low on cash.
- It enables them to gain credits from another party via sending an SMS request or USSD request to a designated code, specifying the other party's number.

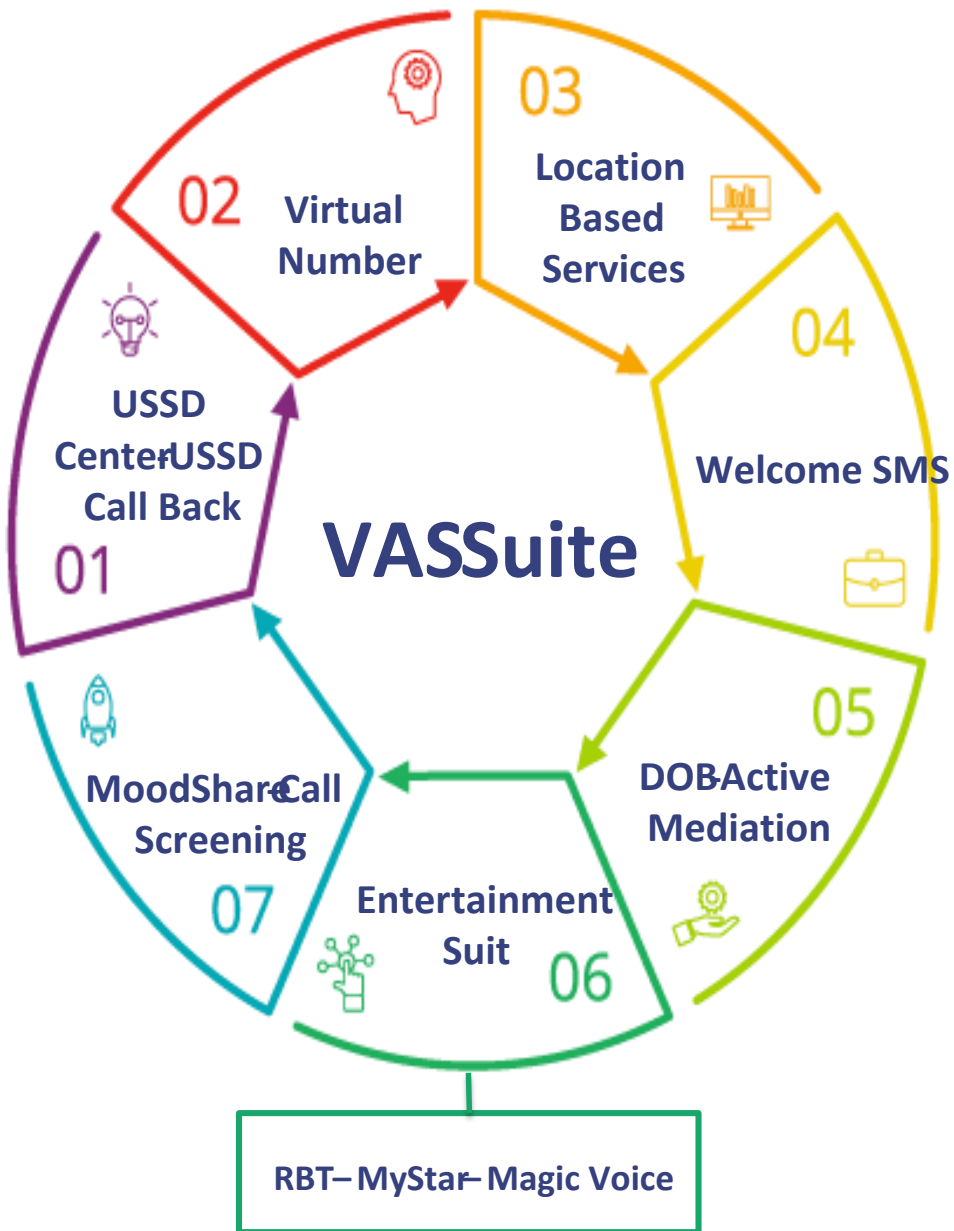


# Poke Me

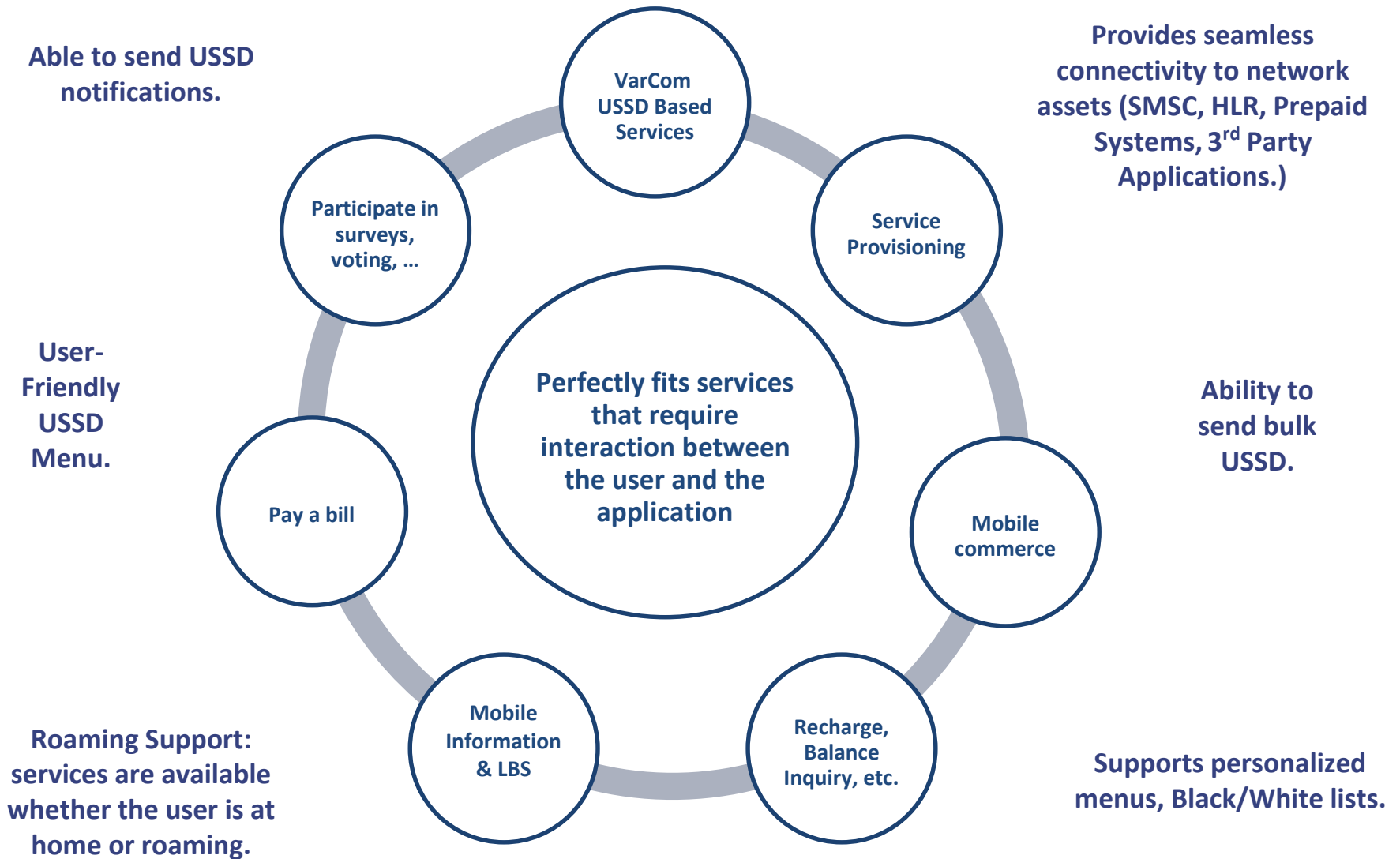
- Many factors affect the completion rate of calls, and one very important factor is out of credit users attempting to make a call, or users running out of credit during the call.
- VarCom is offering PokeMe as a solution to these scenarios. In cases that Party A is trying to call Party B but is out of credit, or Party A runs out of credit during a call with Party B, PokeMe will step in.







# USSD Center



# USSD Call Back

## Description:

- VarCom USSD Call Back is a straight-forward dial-out roaming solution that helps you fulfill the need of your subscribers for cost-effective roaming services. It bridges the call between the roamer (initiator of the call) and the called party, allowing the roamer to become the recipient of a mobile terminated call.





# Virtual Number

Virtual Number Service will allow subscribers to purchase virtual numbers and link them to their primary numbers thus to be used as secondary numbers instead of buying a second SIM and a second device.

- The subscriber can **convert a physical number to a virtual number** and attach it to the primary number.
- The subscriber will have **the ability to use multiple virtual numbers** for different occasions using one SIM Card and one device.
- Virtual Number are predefined **can be purchased completely electronically** without the need to purchase a new SIM card.
- The subscriber will have the **ability to block receiving calls** on his VN from numbers on his black list
- **Both** temporary and permanent VNs **are available**
- **Subscriber interfaces** for services management: USSD & Web interface.



# Location Based Services

## | Features

**Location aware refill:** A recharge bonus system that stimulates traffic over different areas of a country and extends the life span of targeted subscribers. It offers bonuses to different subscribers based on the locations of the cells the subscribers are utilizing in order to recharge their accounts.

**Location aware advertisements:** Subscribers can receive different type of advertisements and promotions depending on their area based on the Cell ID. Also they can request different advertisements based on their location.

**Emergency notification:** Can be used to send an alert to the subscriber's ICE (Intensive Care Emergency) contact to inform them of their whereabouts and are in need of help (Ambulance, Police stations and others).

**Nearby places:** Subscribers can request info regarding nearest ATM, pharmacies, movie theaters, restaurants, and much more.



# Welcome SMS

Welcome SMS offers instant delivery of **automated** and **customized** messages to **inbound** and **outbound** roamers.

- **Welcome SMS**  
Sent to welcome **inbound** roamers as soon as they **connect to** the operator's network.
- **Welcome Back**  
Sent to welcome back **outbound** roamers as soon as they **connect back** to their home network.
- **Bon Voyage Message**  
Sent to **outbound** roamers once they **arrive to** an operator's network in the visiting country.
- **Win Back**  
Sent to **inbound** roamers to **win them back** to the operator's network.
- **Safe Arrival Message**  
Sent to an **outbound roamer's family or friends** (pre-defined list) as soon as he arrives to his destination and powers on his mobile to **inform them of his safe arrival.**



# DOB-Active Mediation

- Service Providers and Content Providers will be able to:
  - create, customize and deliver VAS services for operator's subscribers through a single platform
  - provide a recovery mechanism for churned VAS users,
  - introduce MT billing scenarios
  - and moreover build for operators a VAS firewall that will increase the security and control over VAS.
- This platform will serve as well as:
  - a payment facility where multiple payment methods are available for subscribers to choose from.
- The main payment method that VarCom proposes is Direct Operator Billing which is a straight forward and secure one-click purchase experience allowing customers to make payments that are charged to their telecom account (postpaid bill or prepaid account).





# CRBT

VarCom CRBT is among the most **stable**, feature **rich** RBT platforms in the market.

## CRBT Features:

- Subscriber **rich** user experience is at the **cornerstone** of our design.
- Serves the **aggregator, operator, and content provider**.
- Includes **SMS, USSD, Voice, Web, and Mobile App** interface to the subscriber.
- As a result, the operator will **grow** a satisfied **customer base** with **strong** subscriber **loyalty** and **higher retention**.

## Optional Features:

- **Reverse RBT** - Subscribers personalize tones for themselves, enables them to hear the song of their choice when they call anyone. Allows subscribers to be entertained as well, not only callers.
- **Ad RBT** - Deliver personal advertising messages to individuals via their mobile phones. Subscribers to Ad RBT are incentivized to allow branded advertising content as their ring back tone. Incentives include earning airtime.
- **Loyalty Programs** - Reward active subscribers. Earn points upon subscription, changing ringtones more than twice...





# CRBT Features

## Personalized RBT

Assign a specific tune for each caller.

## Charging scenarios

Daily, weekly and monthly subscription and tunes.

## Self recording

Record his own clip and set it as his ring back tone.

## Complete system

A complete up-to-date system with latest features in addition to content aggregation.

## Gift & Copy RBT

Gift a tune to another subscriber or copy subscriber's tune.

## Corporate RBT

Companies can assign a tune for all their employees.

## Reverse RBT

Listen to his own tune while calling another subscriber.

## Huge repertoire

Multiple contents with attention to Islamic and Libyan market.

## Status RBT

Select pre-programmed voice clip containing specific status.

## Ad RBT

Include advertisement in the ring back tones

**CRBT  
Features**



# My Star

## **Description:**

My Star is a value added service that VarCom provides in order to give mobile subscribers the ability to communicate with their preferred celebrities and inspirational leaders.

# Magic Voice

Magic Voice (MV) is a value added service that VarCom provides on top of its cutting-edge Unified Messaging Platform (UMS) infrastructure utilizing the system's Telecom and IT capabilities and resources. Whereby subscribers can chose different voice tones to replace their actual voice.





## MoodShare

- MoodShare Service will allow customers to set their status as needed (Available or Busy) to manage their calls by accepting or denying them.
- Different types of messages will be received by the calling party to inform him about the status of the called party.
- Additionally, a message describing every blocked call will be received by the called party after changing his status to available.



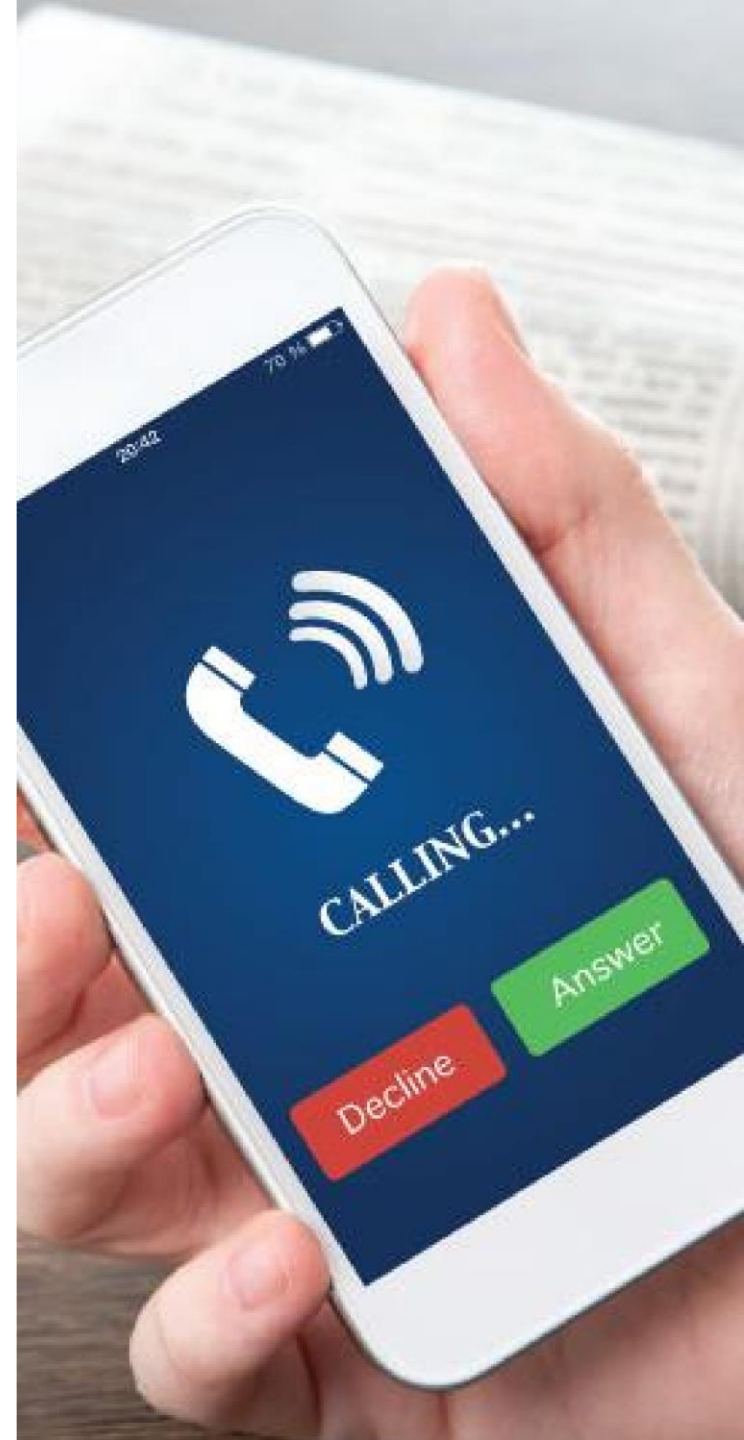
# Call Screening

Call Screening allows users to manage their calls by choosing who is allowed to reach them during specified busy times. It allows subscribers to set their status between Available and Busy as they desire.

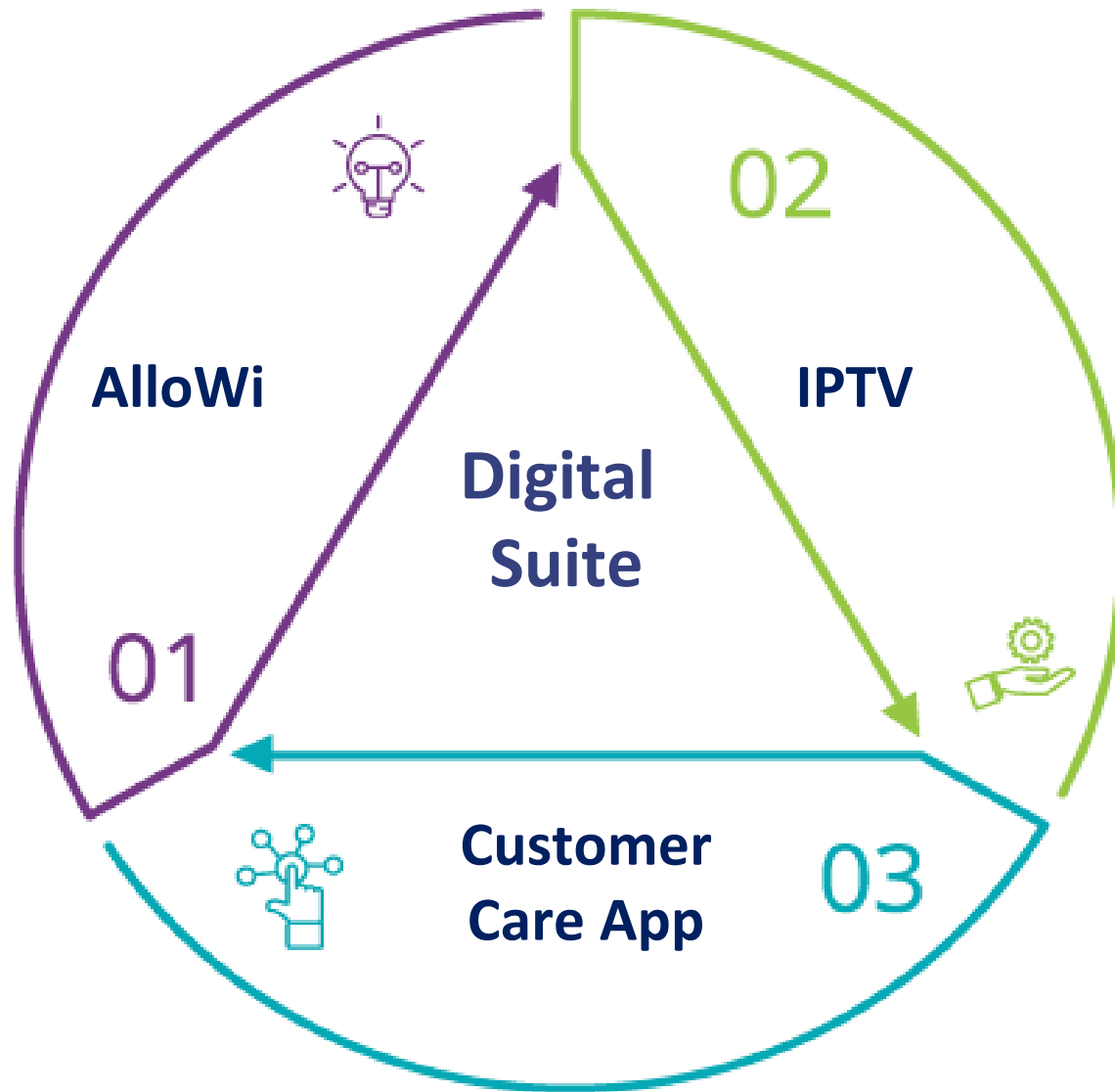
<p><b>Available Status:</b> In this status, Party A is available to everyone. Party A can specify blacklists and will receive a pop up text over whitelists to limit the people who can reach them. This gives party A of Party B's status. them more freedom and removes the nuisance of unwanted calls.</p>	<p><b>Busy Status:</b> Party B is not status, party B is available to everyone. Party B all calls and messages. Party A can specify blacklists and will receive a pop up text over whitelists to limit the people who can reach them. This gives party A of Party B's status. them more freedom and removes the nuisance of unwanted calls.</p>
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- **Pop – up text:** A small message sent over USSD to the calling party, based on certain rules that the subscriber can choose from.
- **Status Message:** A flash SMS that the calling party receives. It follows the same rules of Pop- Up text.
- **Blocked call message:** A normal SMS sent to BCA or BCB users, with the list of names that tried to call them during their busy time, along with the time and date of the call.

**Unavailable announcement:** A subscriber can choose a certain action to occur when the caller hears the announcement that the called party is unavailable.







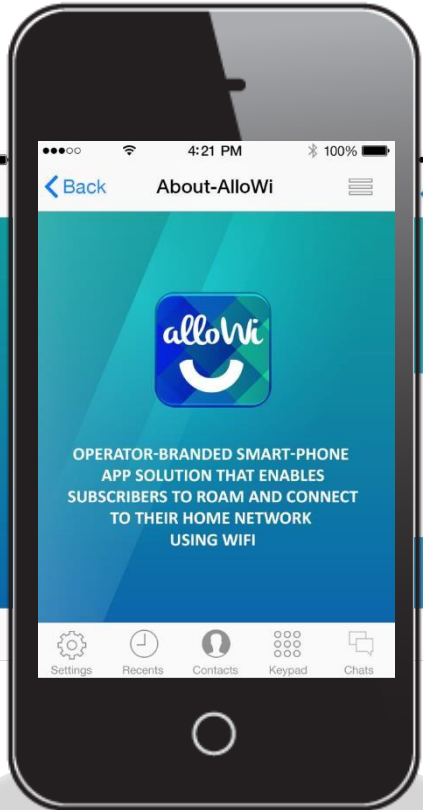
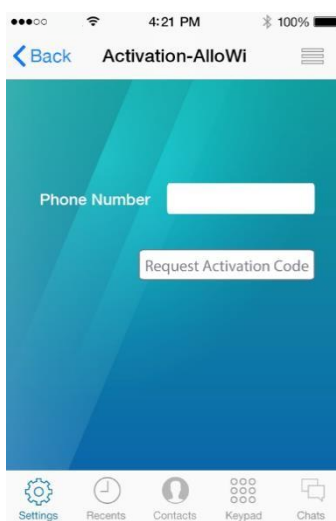
# WiPhon

- AlloWi users can use their **own MSISDN** number to make calls while **roaming** over an **internet connection**.
- Generates **revenue** even from **weak or no coverage** areas.
- Prevents **losing revenue** to 3<sup>rd</sup> party **VoIP** – such as Skype & Viber.
- Increase **coverage** and reduces **network load**.
- Satisfies both **local** and **roaming** subscribers.

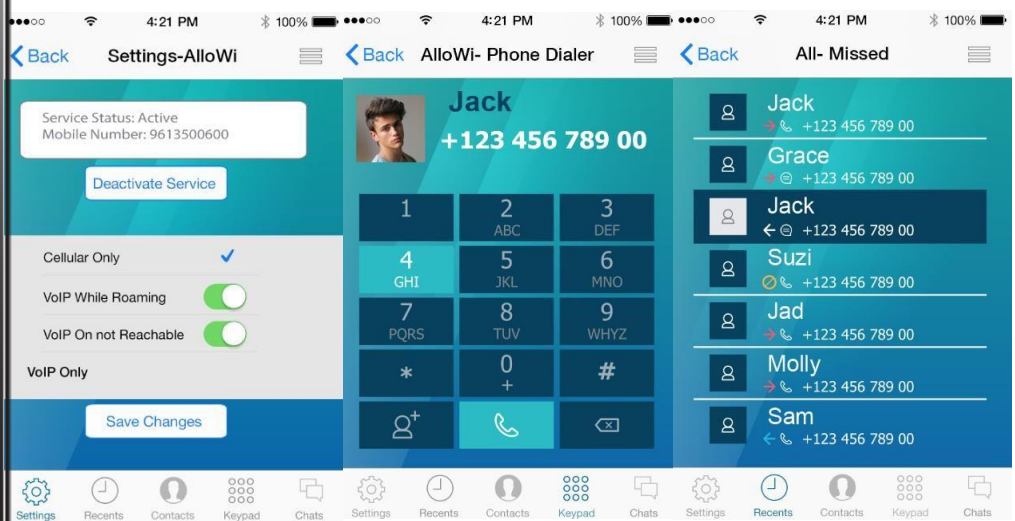


# Allowi Interfaces

Request Activation Code  
is Delivered via SMS.



Subscribers can easily make  
calls with a user-friendly  
dialer.



Subscribers can choose to  
receive VoIP while roaming  
or in unreachable areas.

Keep track of all calls.

# VarCom IPTV

## Overview

- IPTV is the revolution and trend in consuming media that provides rich and interactive content. It provides a one on one TV experience, providing the user with a variety of choices from live streaming and on demand videos in a high quality picture.
- IPTV makes TV go mobile, and widens the TV experience as a smart application for smartphones, tablets and laptops, giving subscribers access to content from anywhere, at any time, using any device.
- VarComiTv offers operators a user-friendly mobile application (Android & IOS), that subscribers will find enjoyable and easy to use.
- VarComTv offers a billing system that integrates with any payment gateway from mobile units to scratch cards.
- Users can have several plans as daily, weekly, and monthly.
- Subscribers can enjoy rich TV experience from various contents and categories (TV Channels and VOD). We offer a variety of categories Sports, entertainment, movies, living, Cartoon, music, religious, etc...

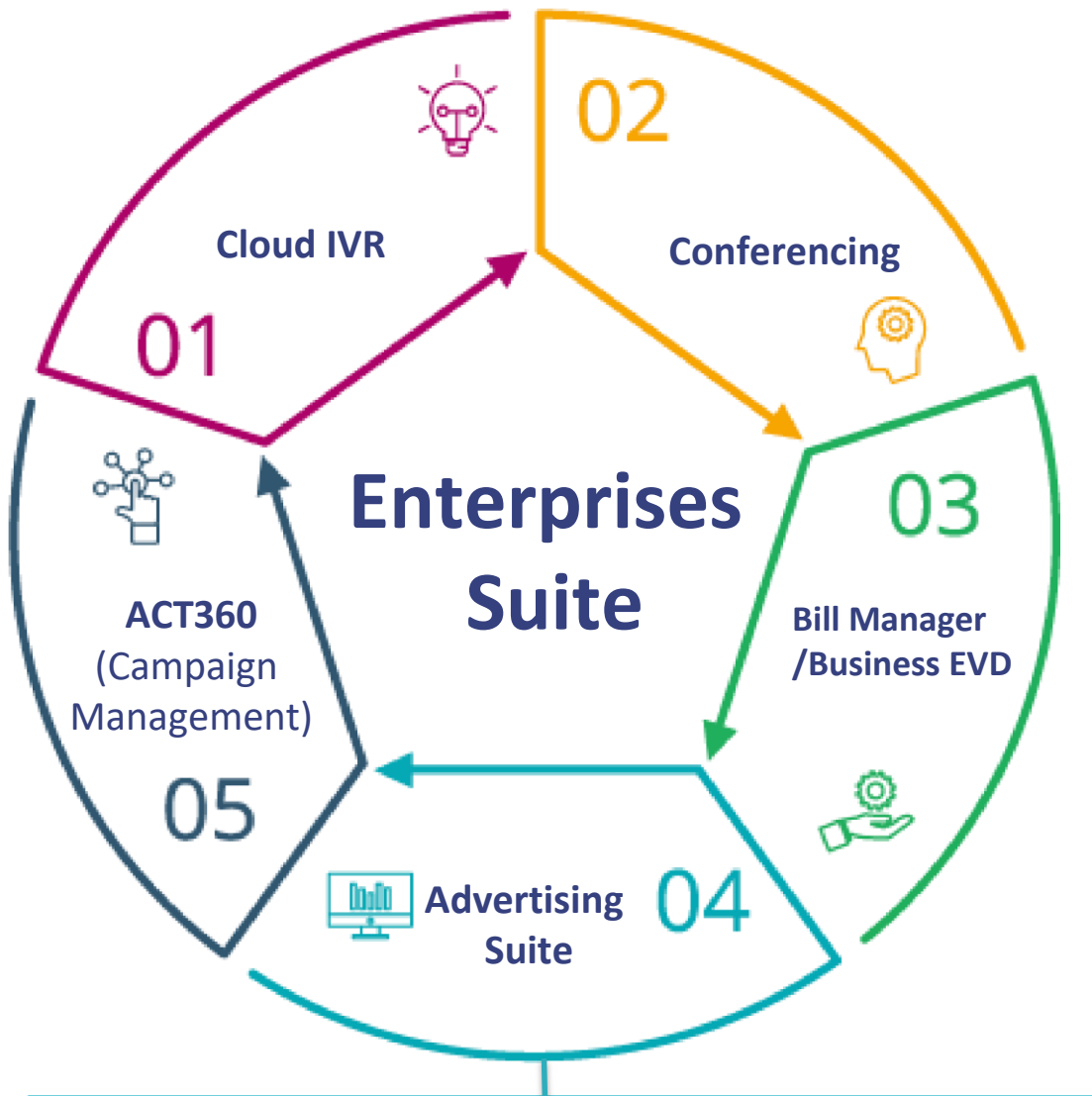
## Customer Care App

**Customer Service has gone digital! With the penetration of smartphones, subscribers are looking**

**for easier and more personalized customer service methods; they want personalization.**

- Customer Care App is a downloadable application that operators can provide to their subscribers, to provision services and manage their subscriptions. It is the easiest to use channel, due to its simple and convenient design.
- Customer Care App allows subscribers to recharge their balance, receive free SMS messages, transfer credit, check and renew their subscriptions. Operators are easily able to modify the design of the app, and can use it as a channel to advertise their latest services.
- Completely branded with your theme, logo and colors.





## Enterprises Suite

Solutions such as Conferencing, Advertising Suite, Sponsored Call, etc... increase subscribers' satisfaction by allowing them to get free packages for example by just listening to ads or making their lives easier by electronically paying all bills and purchasing products. In other words, the Enterprise Solutions can complement your basic services with solutions that will ensure subscriber loyalty.

# Cloud IVR

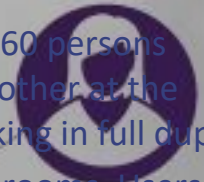
- The latest VarCom version V7 which is an evolution and continuation of the latter V5 offering all-web based interfaces and standard APIs transforming the system's module into a Cloud-Compliant architecture.
- With V7, operators can expose its service delivery framework as SaaS to developers, partners and content providers in a multi tenancy context.
- V7 is designed to provide every SME the ability to rent space on an IVR rather than buy, install and maintain their own infrastructure.
- Simplified logical single tenant view Using VarCom Cloud IVR, SMEs will be able to customize their own IVR flow in order to serve their customers without the need for any hardware or software installation or maintenance (patches, software upgrade...) since they will be working on the latest version provided by VarCom.

# Conferencing



VarCom voice conferencing is an ideal solution for many businesses with its ability to instantly connect offices globally, overcome time and location limits, reduce meetings travel costs, and save employees wasted time and improve their productivity.

- It is capable of hosting up to 60 persons talking and listening to each other at the same time per 'room', all talking in full duplex.
- With the ability to add more rooms, Users and Agents simply by adding extra hardware, the system is highly scalable.
- Different programmed scenarios can be easily created and customized based on the operator's preference or customer request
- Agent/User Control & Full Agent Monitoring Tools and Control
- High degree of Agent control over Users is allowed to insure a stable control for the operators of the service, and provide an extreme level of monitoring and balance for the Agent/User.



# Bill Manager/Business EVD

**VarCom Bill Manager** is a middleware platform between the service providers (such as electricity, water, insurance companies, etc...) and the mobile money platform to manage and pay bills. The Bill Manager will be in charge of loading and processing the service provider's invoices, and make them available for payment,

**VarCom Business EVD** provides enterprises with the means of providing subscribers with the ability of making payments for their bills (such as electricity, water, insurance companies, etc...)



receive invoice payment from mobile money platform and finally report paid invoices to concerned service provider.



# Sponsored Call /SMS/Data

- **Operator Benefits:**
  - A new source of revenues by offering an effective advertising platform
  - Increased airtime
  - Decreased churn through increasing customer satisfaction and loyalty
  - Attracting new subscribers from competitors
- **Subscriber Benefits:**
  - Allows them to make free or discounted calls
  - Get informed on promotions relevant to their interests
  - Ability to benefit from free or promoted data plans
- **Advertiser Benefits**
  - Reach customers through an effective advertising medium



- Benefit from high targeting abilities to reach specific segments
- Reach a receptive audience that has opted-in to the service
- Measure campaign effectiveness through accurate reporting

## Bulk Interactive USSD

- Create different types of campaigns:
  - Basic: Push USSD notification.
  - Intermediate: Push one level interactive USSD menu with feedback from subscriber.
  - Advanced: Push multiple levels of interactive USSD menus, with the ability to integrate with 3rd party systems.
- Launch campaigns with different purposes:
  - Mobile Surveys
  - Voting and Polls
  - Offers promotion
  - Services activation

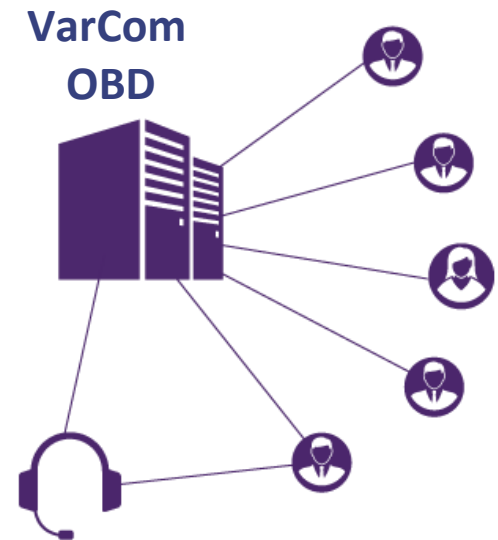


- Ability to integrate with 3rd parties' API for services subscriptions, bundles activations, Answer and Win Prizes.
- Opt in / Opt out option to better target the campaign recipients.
- Management and reporting web interfaces

## **OBD**

VarCom OBD is a comprehensive and easy to use system which manages the distribution of scheduled, customized recorded voice messages through a set of output voice communication channels, giving the possibility to prepare, execute, track, and analyze multiple campaigns effectively, allowing operators to achieve better response times and to enhance campaign results.

- Enables operators to create automatic Outbound calls, on a sheet and it will call them to promote any service
- Campaign oriented: allows user to easily create and keep track of a large volume of outgoing traffic with a full statistics and analytics tool
- Delivers personalized message content with configurable time settings
- Enables fully automated interactive dynamic interaction with end user and DTMF menu driven control
- Allows multiple data entry methods and the scheduling of several types of Outbound 'events'
- Integrated platform: operators can provide it to 3<sup>rd</sup> parties and benefit additional revenue
- Out dials promotions, advertising messages, weather updates, billing info, reminders, and much more with just a click of a button.
- Create own dialing list and select/record advertisement to be played.







## Location Based Advertisement

Allow subscribers to receive advertising notifications in two different methods:

- **Push Advertising:** users receive different types of advertising and promotion updates in their area based on the Cell ID.
- **Pull Advertising:** Users can requests different advertisings such as nearby deals, offer, and promotions which they can easily query based on their location.

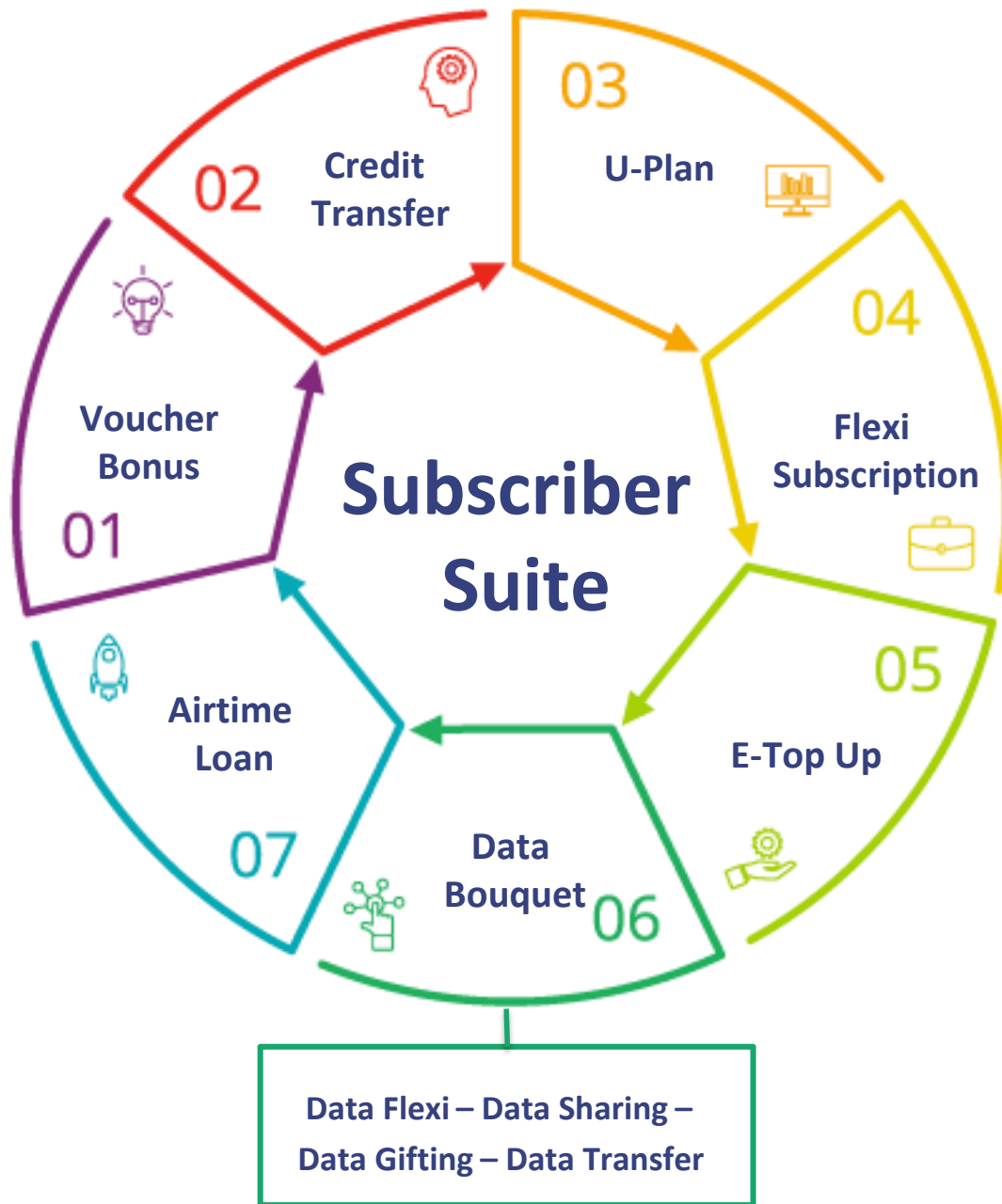




## ACT 360 (CM for Business)

“VarCom **ACT 360** is a highly refined Campaign Management Solution provided for telecom operators and Businesses to complement their product fulfilment processes by providing the means to organize, enhance and increase speed and efficiency in delivering marketing campaigns and promotions.

VarCom CMS is designed to give operators the agility and capability to provide enterprises with the ability to create their own target subscriber group, design the proper campaign that suits their business needs, and then select the means to communicate with consumers, while easily specifying when to do each step. The process of campaign approval would be approved by the operator.



# Voucher Bonus

Voucher Bonus is a recharge bonus system that stimulates traffic over different areas of a country and extends the life span of targeted subscribers.

- Mobile operator can offer bonuses and free points to different users based on the different locations of the cells the users are utilizing.

For example, when a mobile subscriber uses his voucher to recharge his account, VarCom Voucher Bonus system checks the cell from which the request is originating. Based on the location of the cell, VarCom Voucher Bonus then adds bonus to the subscriber's account. It also sends an SMS notification to



the subscriber informing him of successful recharge and of the bonus rewarded.

## Credit Transfer

Improve call completion rates through credit transfer to prepaid subscribers via USSD, SMS, WEB, or Customer Care App directly from handsets.

- **Service Usage Control.**Ability to utilize the service while roaming.
- **Black Lists.**
- **Confirm Credit Transfer. (Optional)**
- **Configurable Fees and Content.**
- **Administrative Web Interface.**
- **Subscriber Web Interface. (Optional)**
- **Subscriber App Interface through the Customer Care App. (Optional)**
- **Scalability.**
- **Redundancy and Reliability. (Optional)**
- **Cross Operator Transfer.**
- **Statistics and Reporting.**


## U-Plan


VarCom U-Plan Service gives customers the chance to customize their bundles according to their needs by selecting a specific number of Minutes, SMSs and Data. U-Plan is a dynamic service for both operators and customers that will be provided through multiple interfaces to suit all the customers' needs.






## Build it yourself

	
Minutes	50
	100
	200
	500

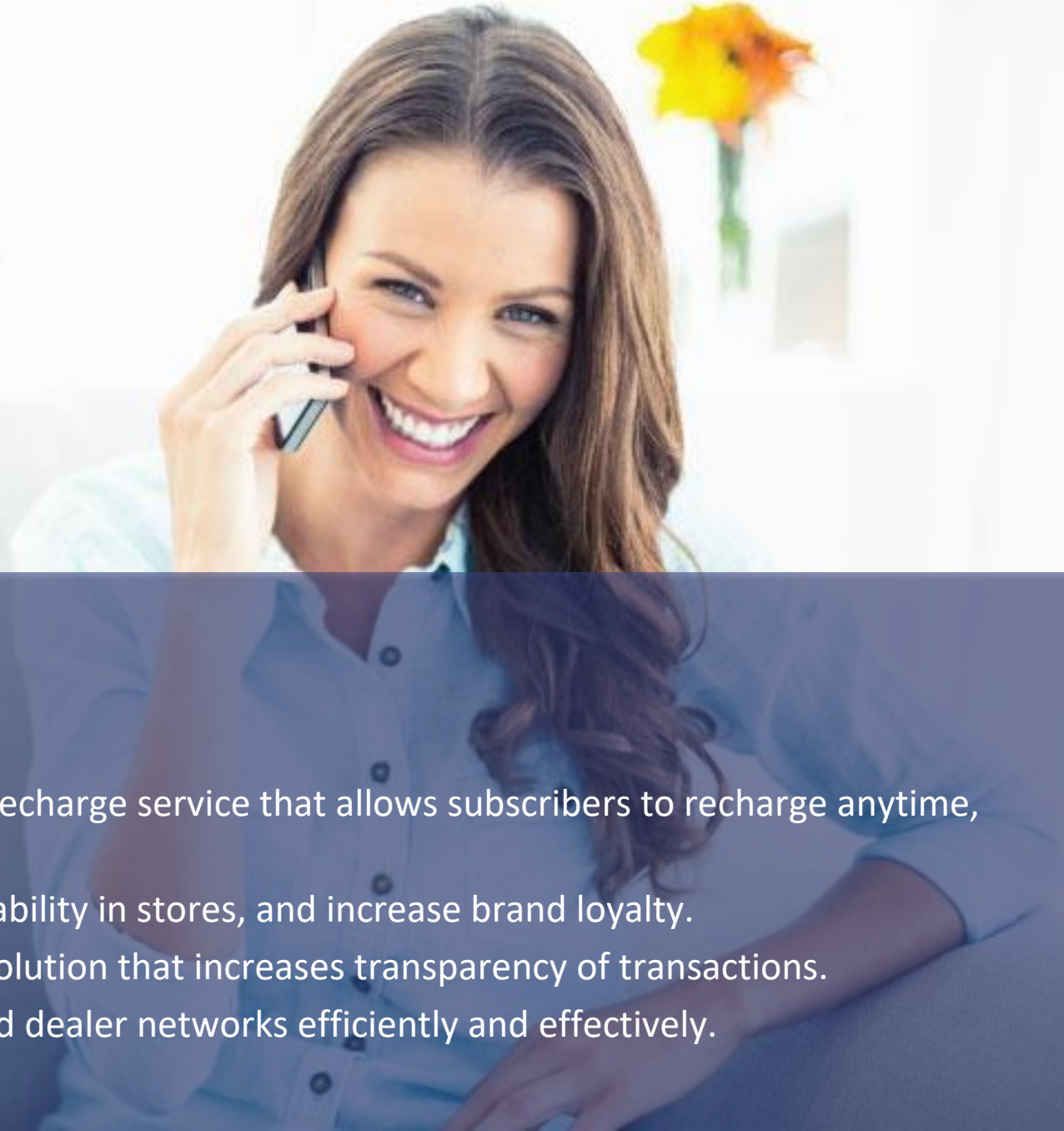
	
SMSS	20
	50
	100
	400

	
Data	100 MB
	500 MB
	1 GB
	3 GB

A close-up photograph of a person's hands holding a silver Slinky toy. The person is wearing a dark grey suit jacket over a light-colored button-down shirt. The Slinky is held horizontally between the palms, with the fingers slightly curled around it. The background is dark and out of focus.

## Flexi Subscription

VarCom's Flexi-Subscription system (FSS) is a great way to add a touch of personalization to the subscriber's experience. Operators will be able to easily create any subscription menu they would like, including a mix of voice, SMS, VAS and data.

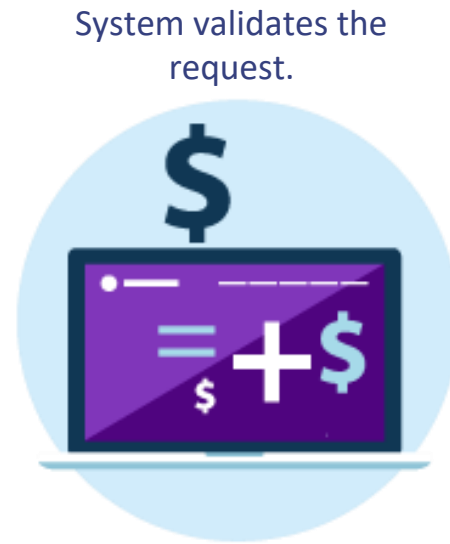


## E-Top Up

- Real-time electronic recharge service that allows subscribers to recharge anytime, anywhere.
- Ensure Voucher availability in stores, and increase brand loyalty.
- Secure and scalable solution that increases transparency of transactions.
- Run widely distributed dealer networks efficiently and effectively.



Subscriber goes to a reseller.



Reseller acquires the number and top up amount.



The system recharges the requested amount.





Reseller send the request to  
VarCom's E-Top Up System.



Confirmation is sent to the  
subscriber and reseller.

## E-Top Up | Step by Step



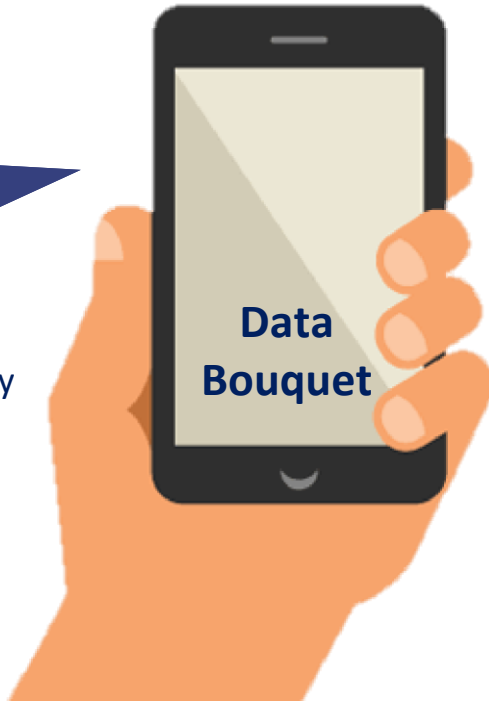
Subscribers can gift a data bundle to another subscriber.

## Data Bouquet

a data bundle with  
Family and Friends.



Operators can easily  
create, customize  
and launch data  
bundles.



Subscribers can  
transfer data to  
another subscriber.



## Subscribers can share

Multiple Services under one umbrella.

Ability to integrate with existing platform.

It can be provided as a single platform or as add-on services.

Available under one Mobile Application.

Loyalty points system across all data services.

Unified Reporting and Administration interface.

# Airtime loan

- VarCom Airtime Loan logic will work as a network push request towards the prepaid customer when he/she are below a certain limit on their Main (monetary) account, usually it is the minimum minute price, and thus advising the customer of the possibility to get few extra minutes and pay for them later upon next refill.



## Campaign Management System & SNA

- VarCom Campaign management system provides operator's marketing teams with the power to design, launch, and track personalized campaigns and manage them from a simple interface.
- Social Network Analysis (SNA) is the study of groups and the behavior of individuals within those groups based on their mobile behavior.
- Using SNA we can identify which of your customers are influencers and which customers are likely to be influenced to churn or purchase a new product/ service.

# Campaign Management System

**Most Efficient form of marketing:**

because it allows you to target a segment you already have sufficient knowledge about – your existing customers.



**Customer loyalty programs can turn the uninterested into the loyal:** customers are more likely to do business with operators that offer a loyalty program of some sort.

**Customer loyalty marketing is driving revenue for you:** 80 % of your revenue is generated by the 20% of your customers that are loyal.

**During a Loyalty Study:**

**57.4%** customers joined loyalty programs to **save money** and **37.5%** to **receive rewards**.



**Most Cost Effective form of marketing:**  
because it allows you to retain customers, which is the holy grail of customer-centric marketing.

**Thank you**

