



# Voice Call OTT Regulating System (VOR)

## About VOR

> VOR is a patented technology proven to be the most efficient solution to monetize and regulate the use of voice OTT services and contributes to the network infrastructure modernization.

> InMobiles is a pioneer in the market with over 8 years of experience in revenue assurance and fraud management. It is the sole provider of end-to-end technology for the proposed OTT charging.

## Key Benefits



Increase mobile operator's ARPU by being compensated for using their network.



Prevents all OTTs from providing call or communication functions to their users who did not pay the service charge.



Protects consumer's interest against all fraudulent OTTs who don't deliver an effective service.



Enhances Network performance and improves the telecommunications service quality.



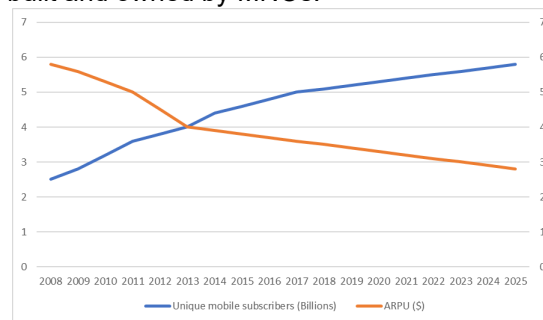
Due to filtration capability of OTT provider and services, it offers network security for OTT use.



Optimizes national security and maintains a registry of all OTTs which are offering voice and communication services to their customers.

## TELECOM INDUSTRY MOST COMMON ISSUE?

Telecom industry is significantly evolving all over the globe than ever. Mobile users' number is increasing remarkably. Telecom operators are investing to get more users connected and to improve user experience, however, they are facing various challenges. Voice calls, SMS (Short Message Service) and LDC (Long distance calls)-the three main revenue sources are declining, with a significant increase in data traffic. In contrary, with free cost, OTT (Over the top) providers such as WhatsApp and Facebook communication services rendered over networks that built and owned by MNOs.



Despite the massive subscribers' numbers increase and data uptake is fast, the revenue growth rates and the ARPU (Average Revenue Per User) MNOs' trends a decisive declining shift by 30%, which means, MNOs are not able to monetize their investments.

## MONETIZE THE SERVICE DIRECTLY FROM THE OTTs

Multiple solutions are offered in the market but these solutions faces either user experience issue or high level of user complaints especially due to direct consumer user billing or technical incompliance.

VOR concept is based on levying a "usage charge" directly from the voice OTT providers. This extra charge will be per mobile user and per OTT app



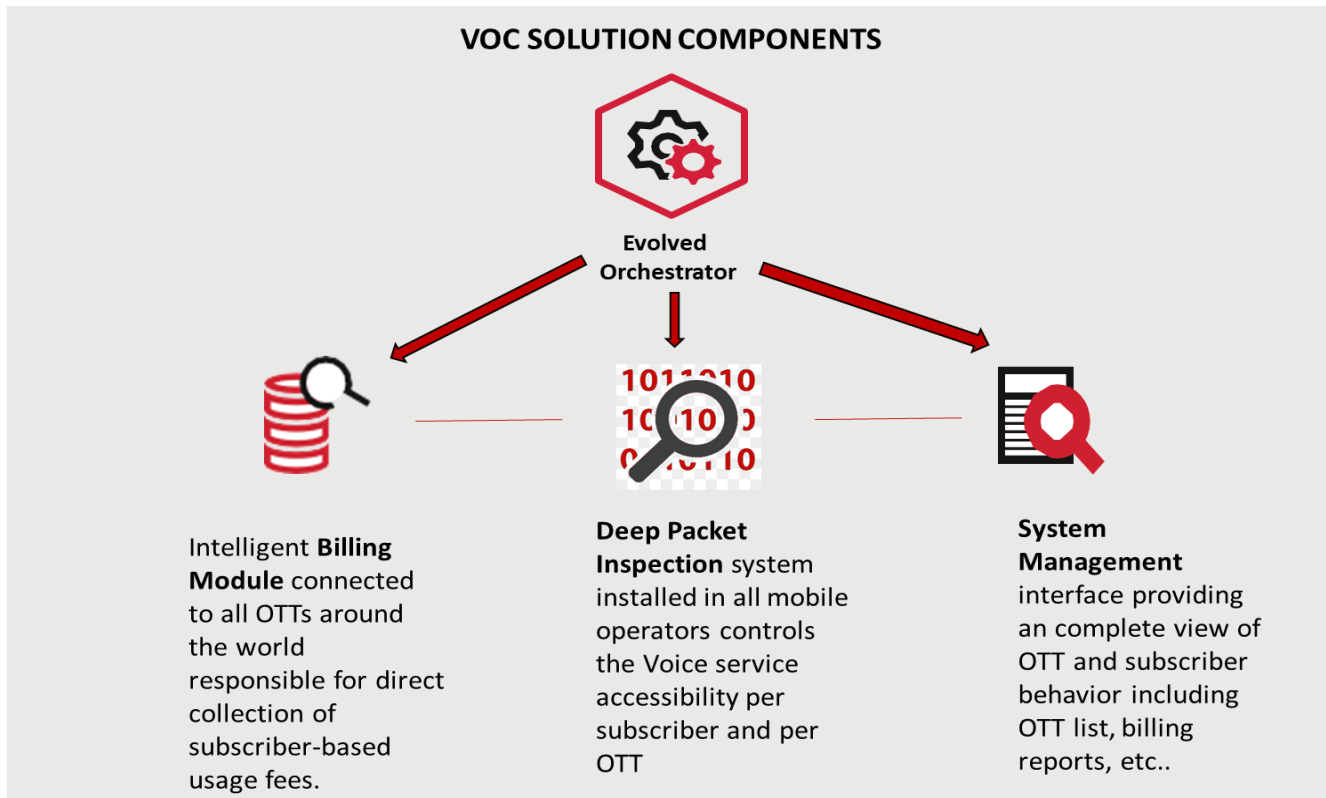
## EACH SINGLE DEVICE ON THE NETWORK IS A CARRIER OF HIS OWN

Each subscriber is now a mobile operator on his own, is able to operate his handset and make use of multiple mobile applications and services.

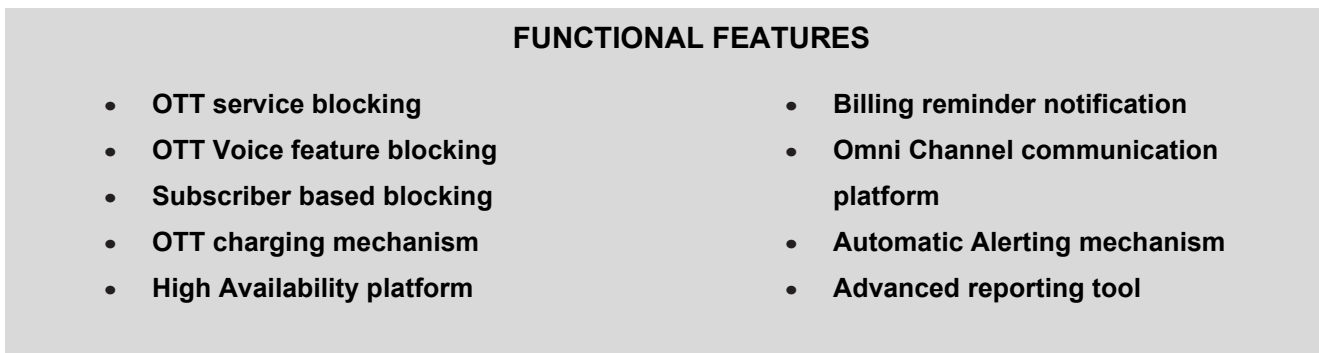
InMobiles' VOR solution guarantees that only for subscribers whom their usage fee was paid by the OTT, will be able to use OTT voice communication. With an average of 5 voice OTTs per subscriber, an operator with 10 million data subscribers, will collect up to 50 million usage fees.

The solution process is based on two periods:

- > **Observation Period** that can last up to 90 days during which all active OTTs with voice call functionality will be identified and informed officially about the regulation, payment process and effective date.
- > **Effective Period** is the live real-time monitoring period during which newly imported devices are validated and registered to guarantee devices' authenticity and ensure all customs duties and vat are adequately paid.



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### About InMobiles

InMobiles, founded in 2006, has gradually established itself as one of the leading providers of mobile technologies and governmental solutions in the Middle East and Africa. With its engineering hub based in Beirut and over 8 international offices, InMobiles is able to assist Telcos and Governments worldwide in shaping their innovations with its competitive edge solutions and has successful records and footprints across the African, Asian, and American regions.

Our solid R&D and technical knowledge, innovative ideas, high quality of services and quick time to market is what sets us apart. [www.inmobiles.net](http://www.inmobiles.net)