



# Telecom Software Products

## Carrier-Neutral, Protocol-Agnostic

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Company Presentation 2023

# Alaris Labs — Trailblazer in Telecom Solutions Market



Founded in  
2008



Headquartered  
in Singapore



150+ team in  
10+ countries



200+ customers  
in 40 countries



GSMA  
Industry  
Member



ISO27001/  
ISO27701  
Certified



MEF  
Member




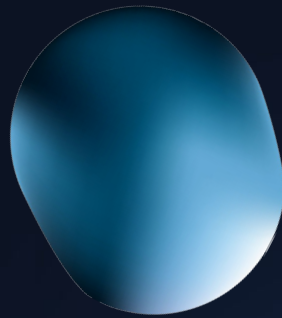
Future of  
Messaging  
Programme  
Participant



# Our Experience

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## in Figures

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- Highest-quality software designed by a team of 800+ years of total telecom experience - yes, we did our homework
  - 6 000+ feature requests implemented for free
  - 100+ new product releases within technical support


# Why Us?

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**Because  
We are  
Different**

- Development and support procedures fine-tuned for external clients of each and every type, not particular inhouse traffic business
- Continuous development to bring added value to our products
- Ongoing enhancement of company product portfolio
- Incredible automation level facilitating business provisioning and control
- Highest quality standards in data protection and security

**We are  
Different**



**Because  
We Care**

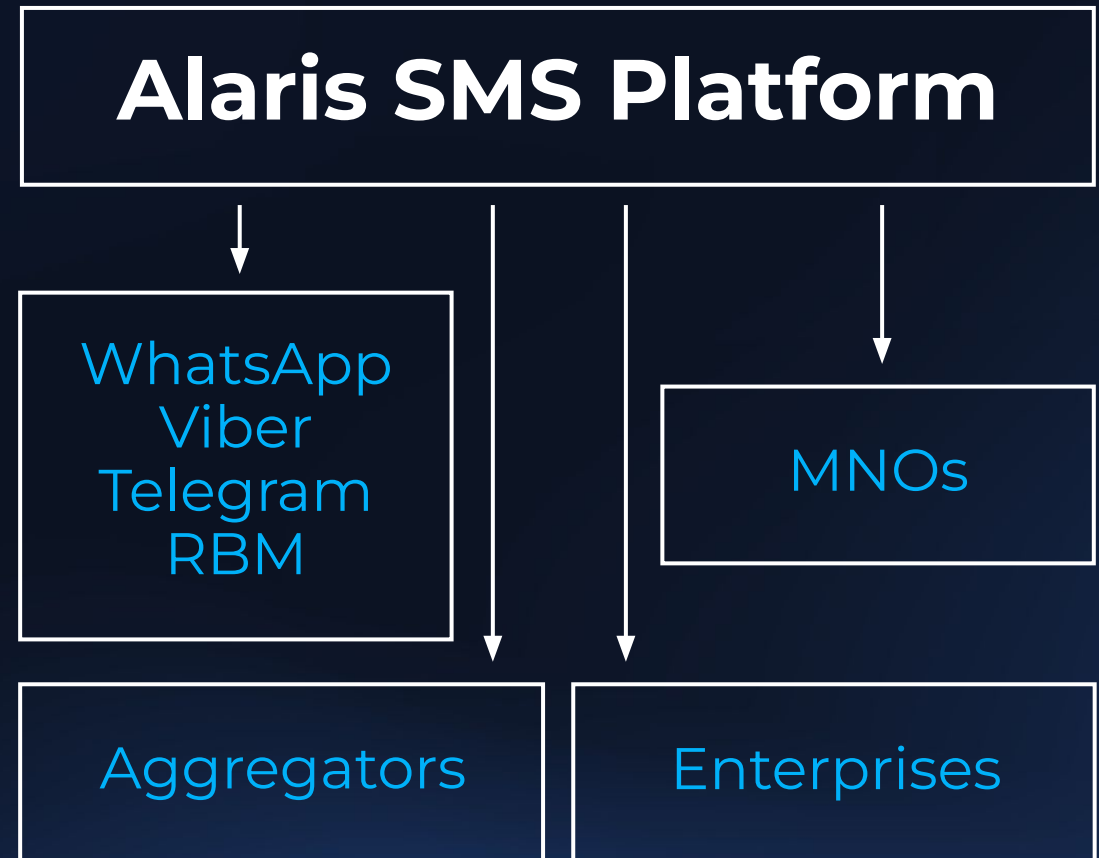
- Quick takeoff: a greenfield system in less than 2 weeks
- No time commitments: the choice to stay is always yours
- Technical support beyond ordinary
- No «cash cow» attitude to customers: partnership instead of sponging
- Still need more arguments?  
Check what our clients say:

<http://www.alarislabs.com/clients>

# Messaging Solutions: SMS Platform

## *All-in-one message hubbing*

- SMPP, SIGTRAN, HTTP, RCS, UCP, ParlayX, CMPP
- APIs to OTTs (Viber, WhatsApp, Telegram, etc)
- Throughput capacity up to 25K SMS/sec



# SMS Platform

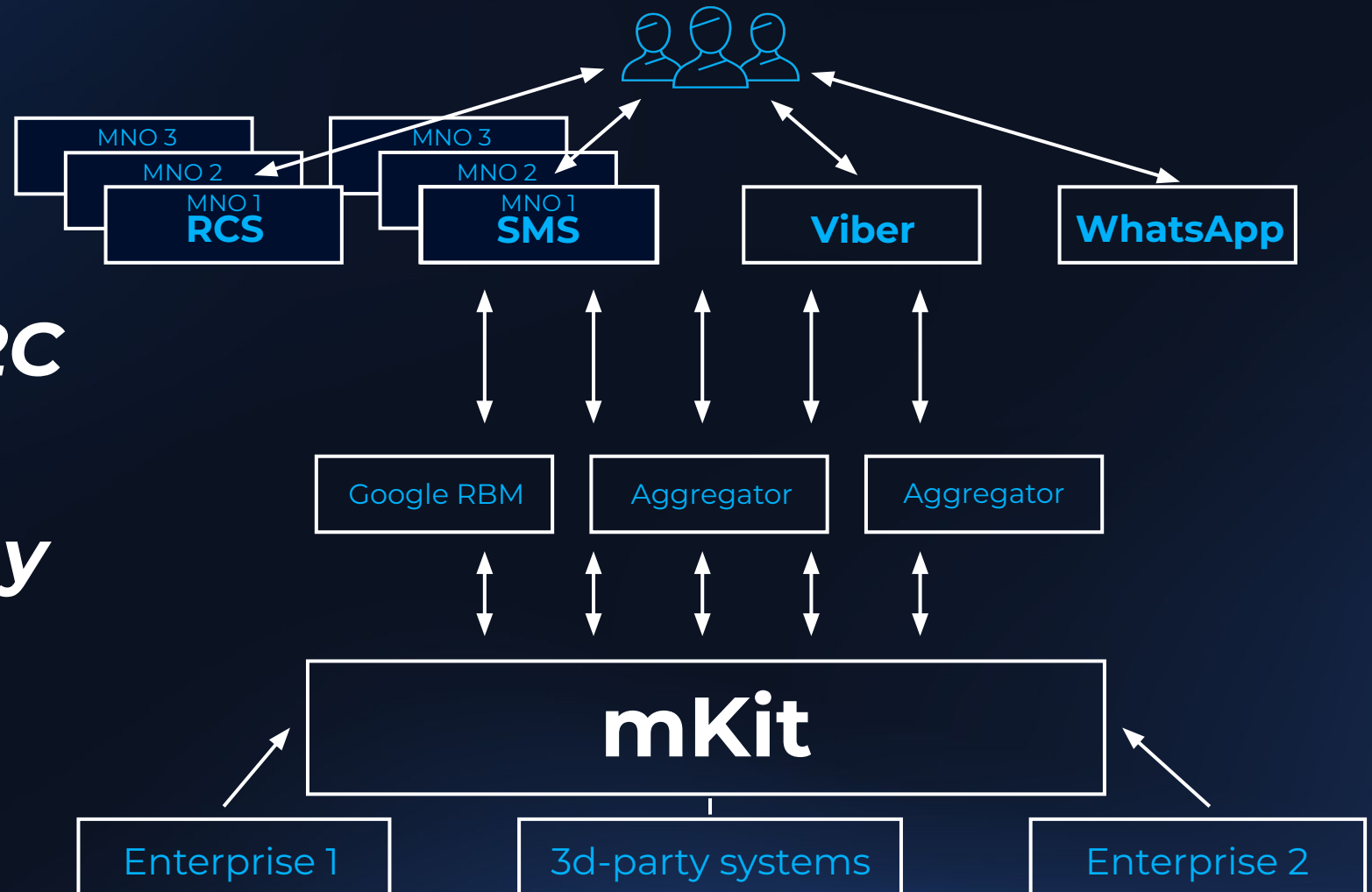
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## Main Features

- Omnichannel connectivity (SMS/OTT/RCS)
- Flexible billing (per message/session etc.)
- MO/MT rates based on MCCMNC, dial code, sender ID
- Routing by KPIs, sender ID, text patterns
- In-depth traffic analysis and alerting
- Stunning compatibility with equipment of other vendors, HLR/MNP services, route testing networks
- Extensive API set to integrate with 3rd-party solutions

# Messaging Solutions: mKit

*Multichannel B2C  
Communication  
for Brands of any  
size and kind*





# mKit

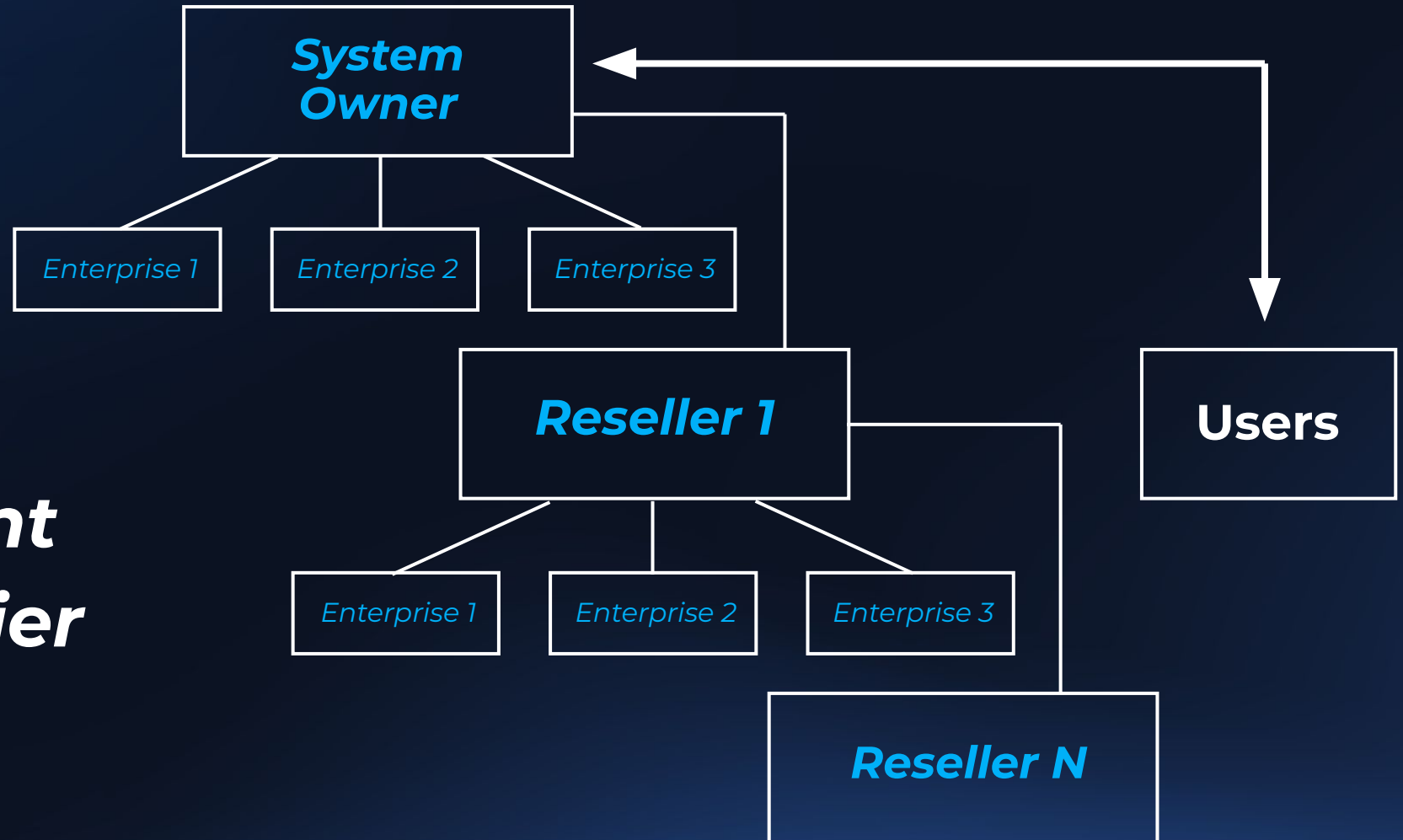
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## Main Features

- Support for SMS, RCS, Whatsapp, Viber with ongoing enablement of further channels
- No-code Chatbot Builder available for all supported channels including RCS
- Human agent workspace
- Targeted broadcast possibilities based on specific details attributed to the contacts
- Online charging system to support any billing schemes and external events
- Multichannel fallback Campaign Wizard
- Stats, analytics, reports & customised dashboard

# Messaging Solutions: Campaign Portal

***Retail  
campaign  
management  
with multi-tier  
reselling***



# Campaign Portal

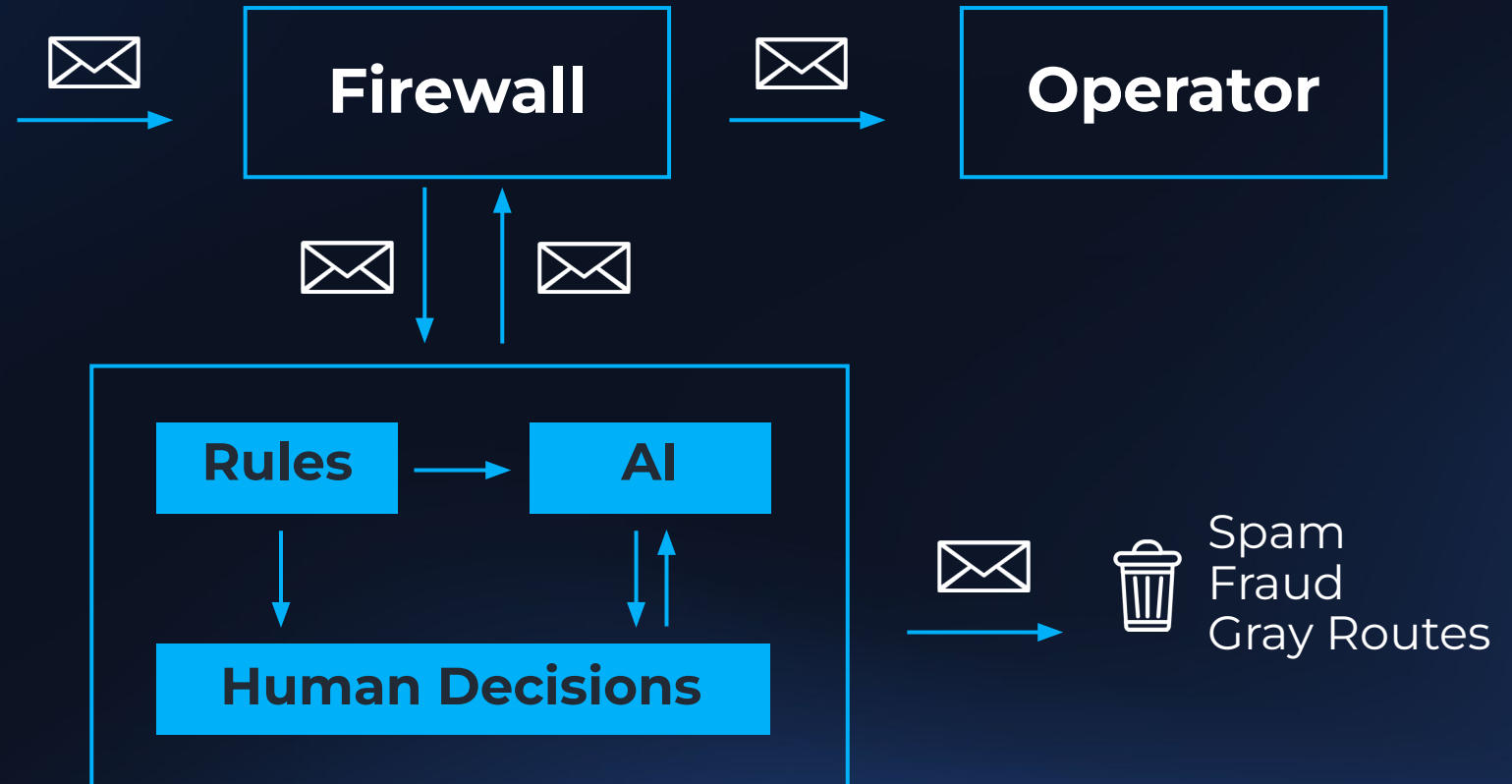
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## Main Features

- Unlimited number of agent levels
- Continuously enhanced variety of delivery channels
- Campaign setup wizard
- One- and two-way cascade campaigns with fallback mechanism
- URL-shortener with conversion ratio calculation
- Easy targeting within contact lists
- Templates for sender ID and message contents
- Flexible billing options

# Messaging Solutions: SMS Firewall

*Protection of mobile networks against illegal termination, spam and other types of fraud*



# SMS Firewall

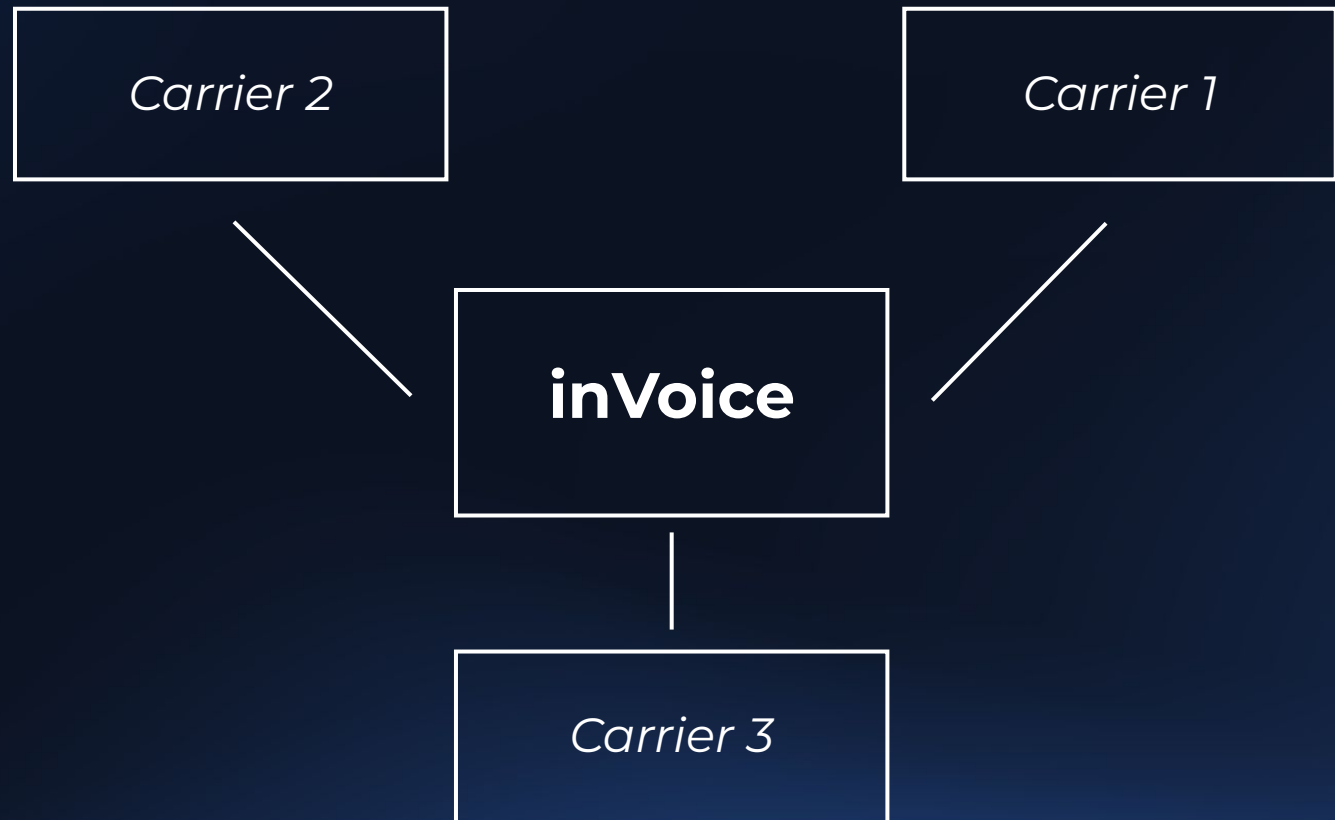
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## Main Features

- Detection of grey routes and SIM-boxes on the mobile network
- SS7 and SMPP support
- Traffic throttling for DDOS prevention
- AI-aided text analysis to detect spam and fraudulent messages
- Filtering by sending partner (GT/IP-address), sender ID, text pattern
- Performance over 1 000 SMS/sec per node

# Voice Solutions: inVoice

*Full-featured  
support for voice  
interconnect  
business*



# inVoice

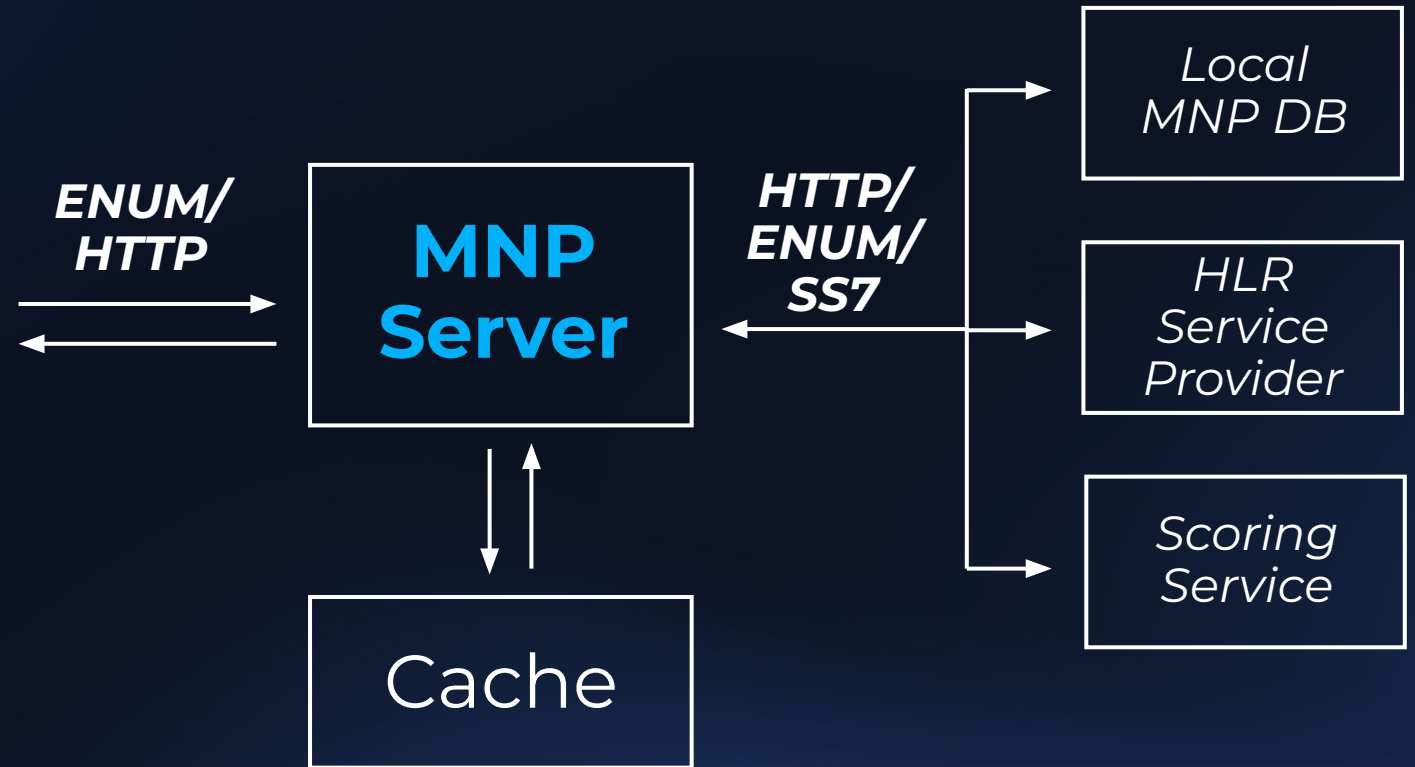
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## Main Features

- Prepaid and post-paid billing
- Automated rate management
- Volume commitments and swaps
- Powerful routing engine
- Origin-based routing & billing
- Analytics on nearly 30 KPIs
- DID management
- US- and EU-enabled
- Optional SIP switching gear

# Other Solutions: MNP Server

*Versatile HLR  
dipping for internal  
business tasks and  
a convenient  
reselling  
infrastructure for  
your MNP DBs*





# MNP Server

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## Main Features

- MNP/LNP/LRN data management
- Support for 100+ NP data providers via HTTP&ENUM
- HLR queries via SIGTRAN
- Caching of dipping results
- NP data reselling: client API, billing details
- Flexible querying scenarios: local DB + external source, source by region, failover of providers
- SIP API to connect to softswitch or routing management system
- Throughput capacity of 10K+ requests per second

# Technical Support

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- Available 24 / 7 / 365
- We speak your language:  
English, русский, Español, 中文
- Helpdesk, online chats, emergency hotline
- Frequent new versions at no extra charge
- Free online trainings
- Missing feature? Let us know!

# Our Customers:

Rakuten  
Viber

 中国电信  
CHINA TELECOM

 orange™

 中国联通  
China unicom

Türk Telekom 

 DIMOCO  
messaging

 kaleyra

LANCK  
TELECOM

ARQIA  
dator

SAMA

 acmetel

 Bankai

Innovative Technologies to  
Monetize Telecom Networks

 NTEC

GLGLOBE  
TELESERVICES

 mediafon  
carrier services

# Our Customers:



# Thank You!

Any questions?  
Feel free to ask!

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