



Telecom Software Products

Carrier-Neutral, Protocol-Agnostic

Company Presentation 2024

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


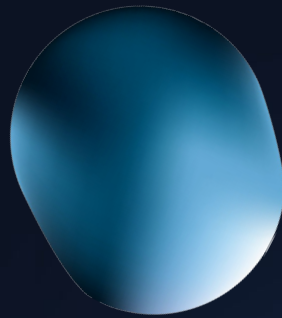


Future of
Messaging
Programme
Participant



Our Experience

in Figures

- 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?

**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**

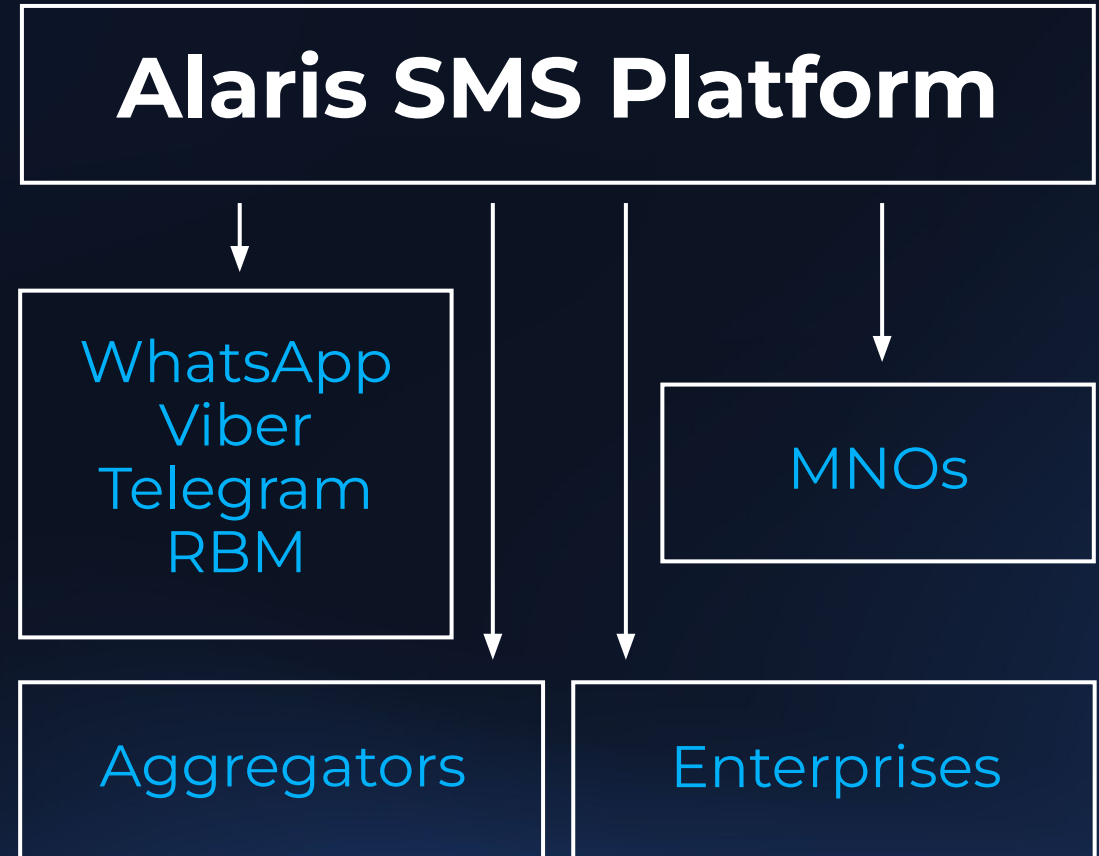
- Quick takeoff: a greenfield system in less than 2 weeks
- No time commitments: the choice to stay is always yours
- Technical support beyond ordinary
- No «cash cow» attitude to customers: partnership instead of sponging
- Still need more arguments?
Check what our clients say:

<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



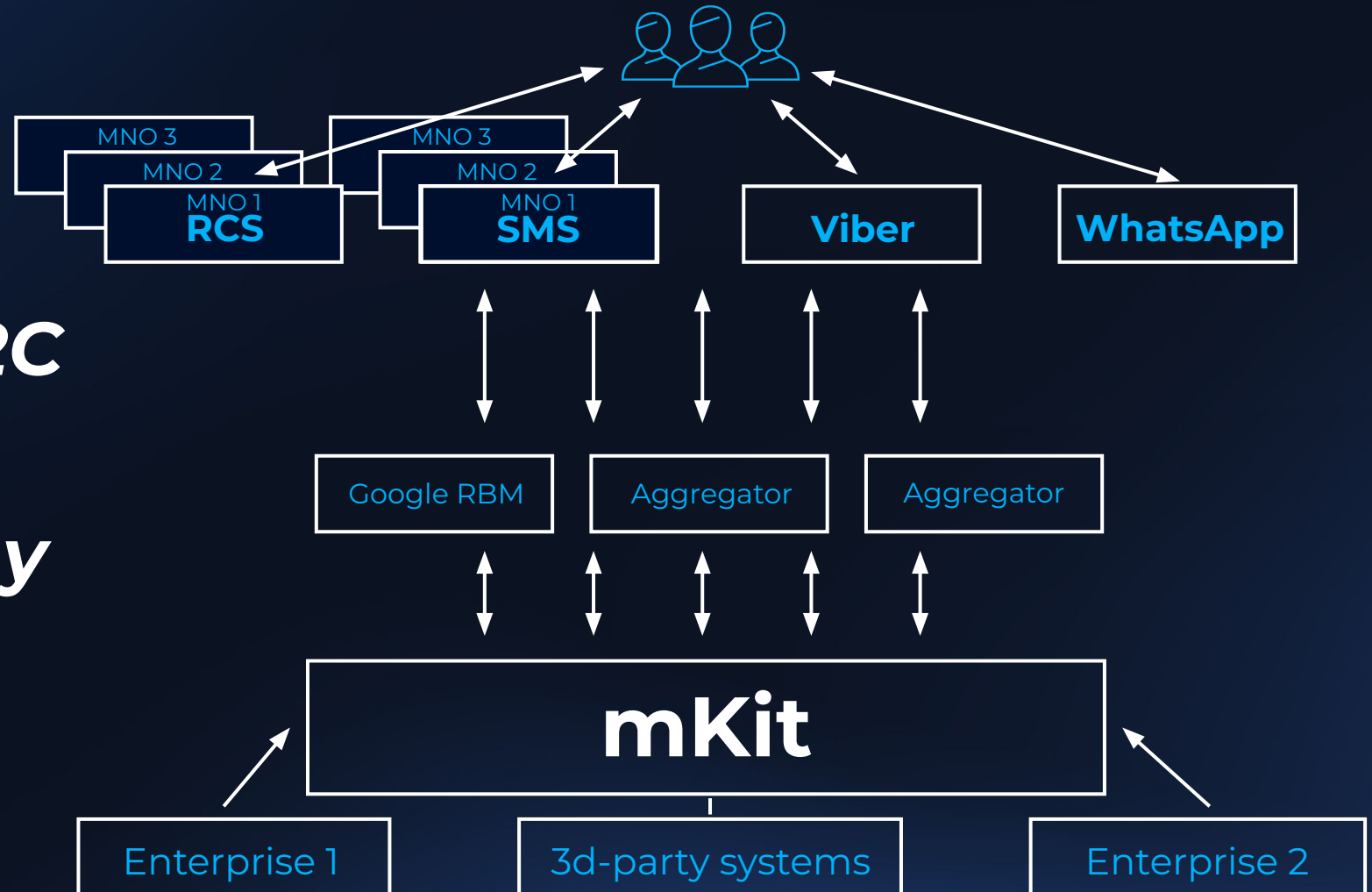
SMS Platform

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**

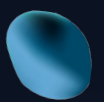
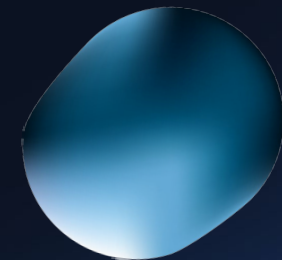
***Multichannel B2C
Communication
for Brands of any
size and kind***





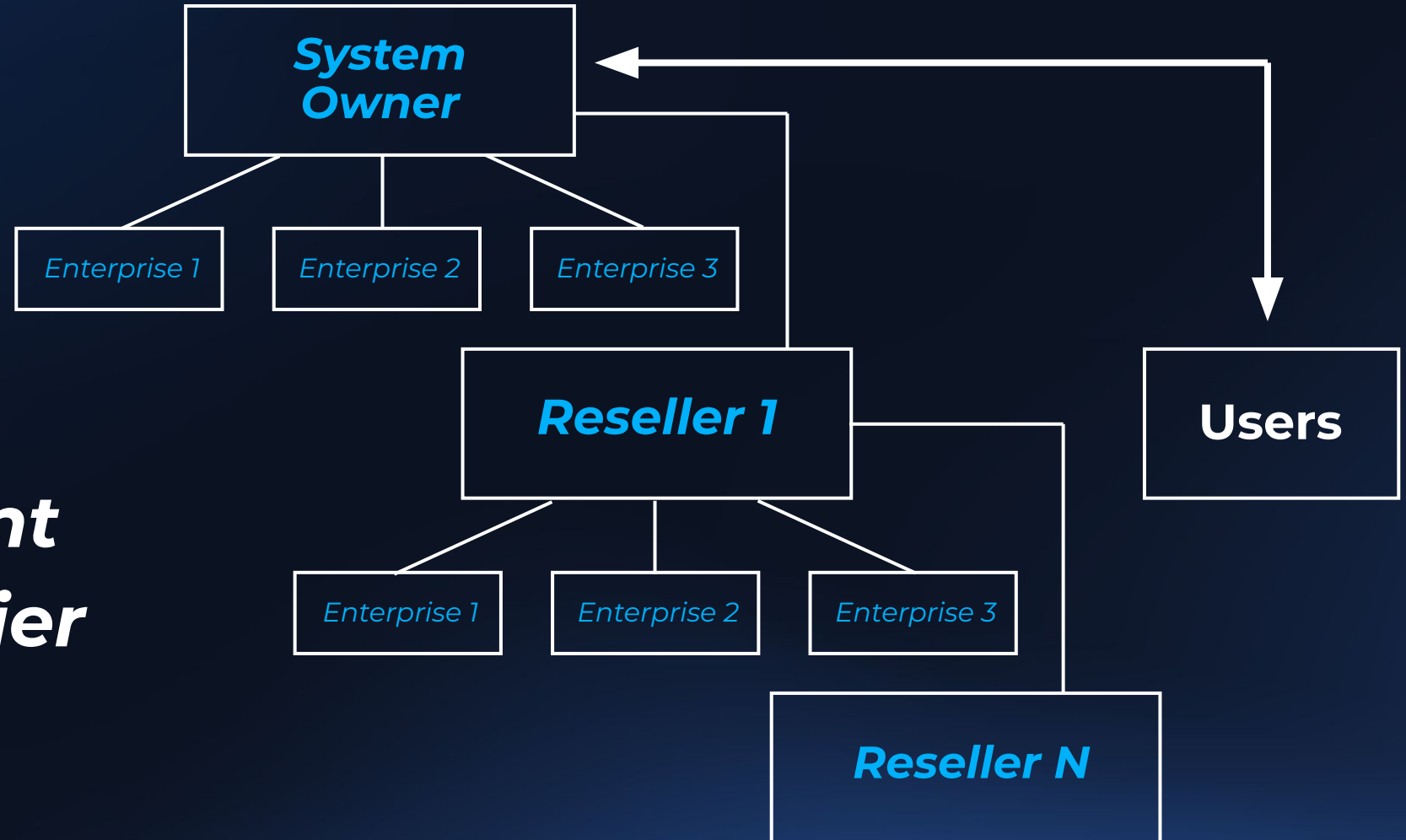
mKit

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***



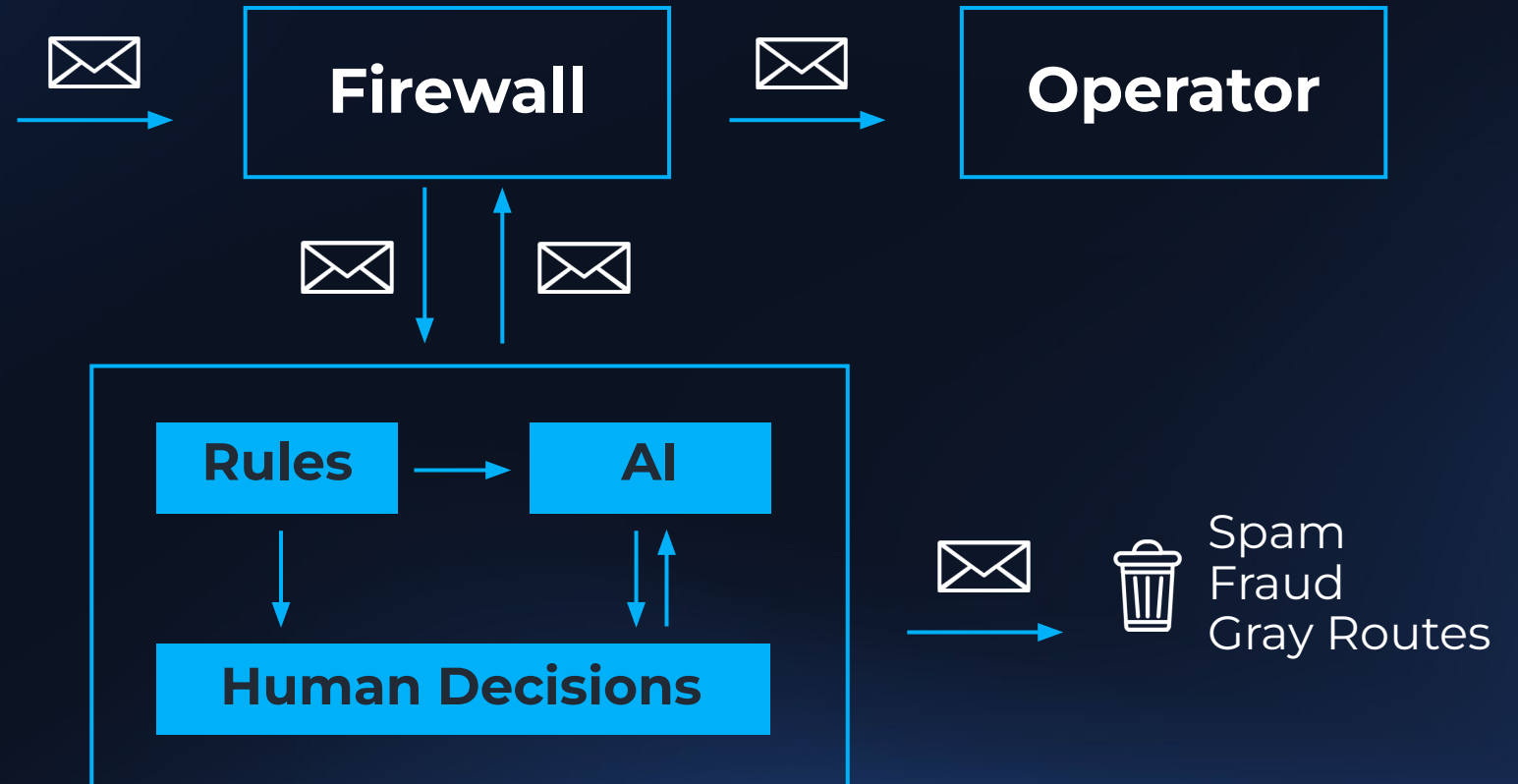
Campaign Portal

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*



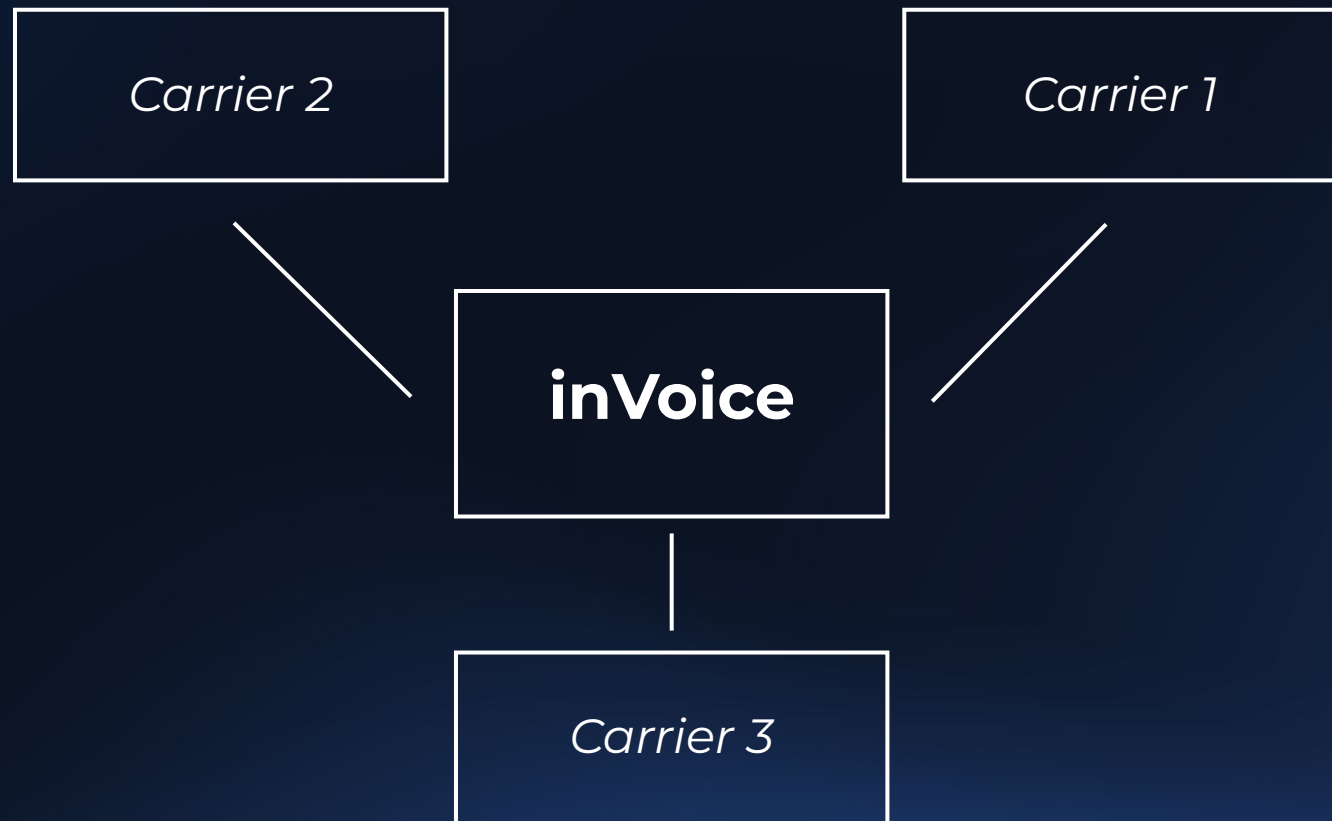
SMS Firewall

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***



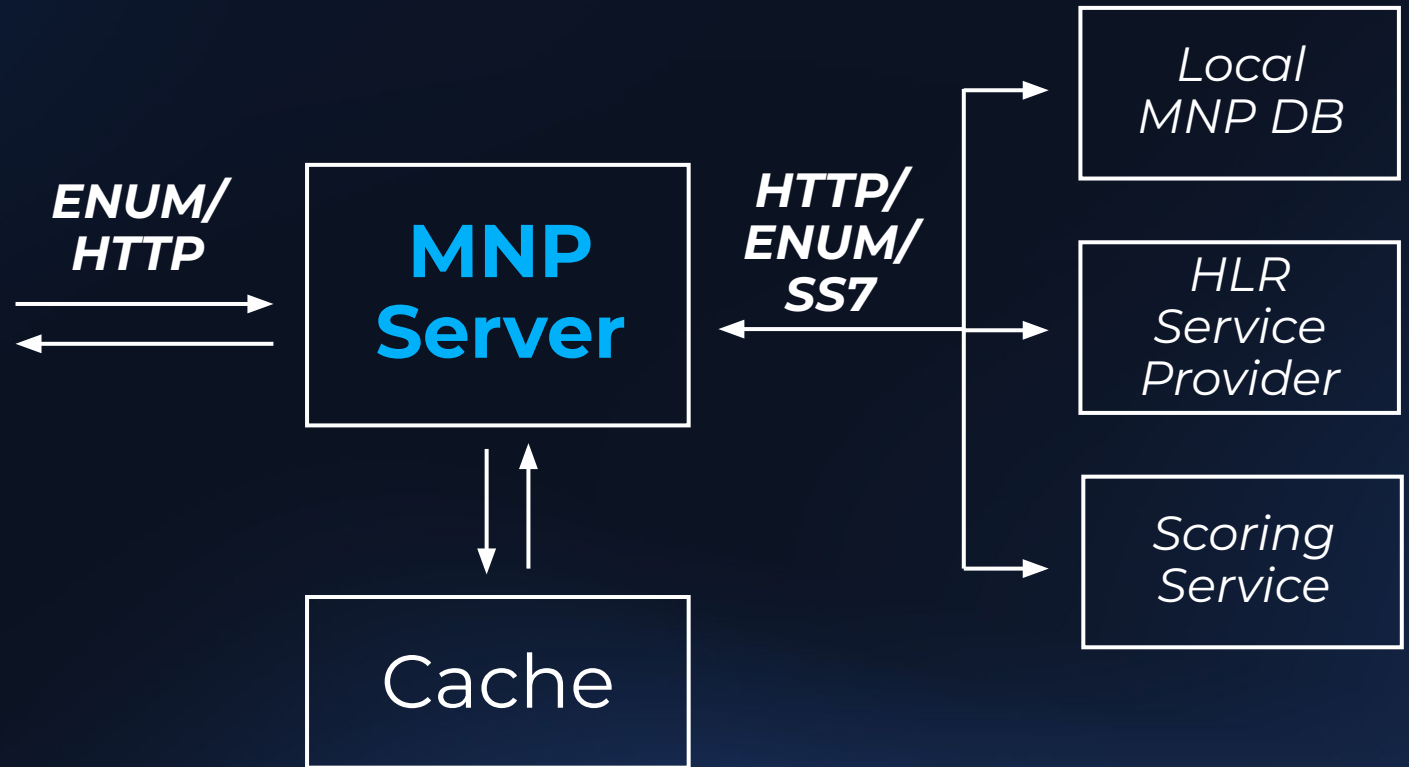
inVoice

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

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

- 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

GLOBE
TELESERVICES

 mediafon
carrier services

Our Customers:



Thank You!

Any questions?
Feel free to ask!

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