

## The Internet is Your Mobile Network™



# Portico

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### PORTICO, AT A GLANCE

Portico comprises two main components, Portico Cloud and Portico Subscriber.

Portico Cloud is the cloud based 'server' side of Portico, comprising Voice, Messaging and other O&M functionality.

Portico Subscriber is the client side of the application and has three sub-modules:

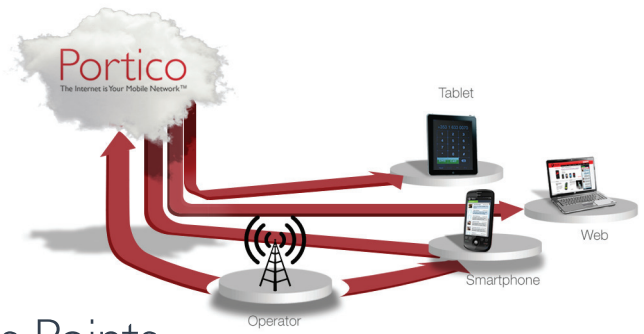
- Portico Web
- Portico Smartphone
- Portico Companion

The mobile market is experiencing a phenomenal increase in Smartphone penetration and has seen the significant adoption of a new class of companion devices, namely Tablets. These developments coupled with the widespread availability of Internet connectivity (via WiFi, 3G/4G and home broadband) have driven an explosion in the App'Ecosystem surrounding these devices.

As a result, consumer behaviour continues to evolve, many of whom are:

- Choosing to use Internet based Over the Top (OTT) service providers such as Skype and Google in specific contexts, e.g. for long distance calling or when already online in a pc environment;
- Embracing other OTT applications that are available within the Smartphone Application marketplace, enabling them to bypass the mobile network and avail of third party voice services;
- Purchasing additional connected devices such as Tablets, some which may not currently support the possibility to make/receive calls and texts.

Mobile Operators must respond swiftly and offer their subscribers a range of VoIP and message services over a variety of internet enabled devices. The Portico Product suite provides this solution, giving operators the flexibility to provide services in an own-branded and managed way, helping them to extend service, challenge external players and reduce revenue leakage. Central to the offering is that subscribers access these services using their existing mobile number.



## Portico Access Points

Mobile subscribers can access their voice and text services using a variety of IP enabled devices:

- Portico Web
- Portico Smartphone
- Portico Companion for Tablet devices

### Voice

- Make/Receive Calls
- Parallel Ringing
- Standard Codec Support
- Seamless integration with dialer and dialing mechanism on Android
- WiFi Calling

### SMS

- Send/Receive
- Message Synchronization
- Cloud SMS Store
- Threaded In-box
- IP based messaging for tablets
- IP to IP message delivery for Portico to Portico subscribers (Cloud)
- Escalation from IP to circuit switched message delivery after configurable time (Smartphone)
- Integrated Twitter and Facebook Feed

### OA&M

Cloud based, Managed Service  
Subscriber or Operator Provisioning  
OA&M GUI

### Security

Integration to Op Portal  
Single SO/LO  
Security SMS alert

### Front End Design

Network Address Book Integration  
Branded Webphone  
Ad-funded model available

### OS Support

- Android Smartphones and Tablets
- iOS Smartphones and Tablet
- No download required for Webphone

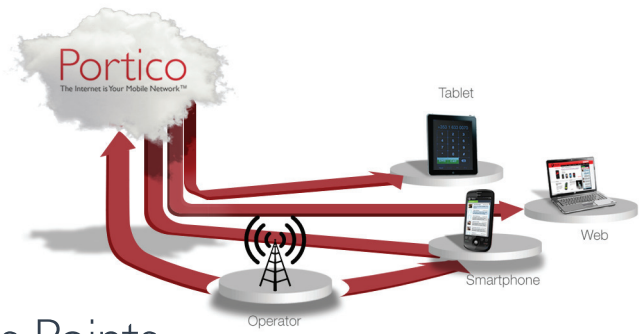
## Portico Web

- Operator-branded webphone that facilitates voice and messaging (origination and termination), using the subscribers existing mobile number
- Applicable to PC-bound subscribers during work hours, or those browsing at home in the evenings, encourages retention of subscriber for particular scenarios, where otherwise they may have migrated to Skype or other web centric providers
- Integration to Google Contacts or an operator based network address book
- Cloud based SMS store facilitates message synchronization with other devices, e.g. Smartphone and Tablets
- Parallel device ringing
- Chat type features including geo-location information available if desired
- No download necessary, can be accessed from any web browser via the operator's portal
- Ad-funded feature represents revenue generator that can be applied for specific market segments
- Supports mobile network billing requirements

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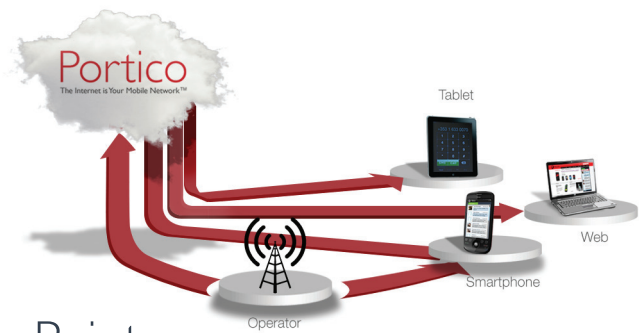
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### Portico Smartphone

- Operator-branded Smartphone application made available within the Application Marketplace
- Supports Android and iOS based devices
- Enables voice and messaging using the Internet (e.g. WiFi etc.) for Smartphone devices
- Existing mobile number
- Applicable while roaming or in areas where network coverage is low or as an alternative where choice may have been made by subscriber to use other OTT applications
- Includes the features described above – Contacts, Parallel Device Ringing, Message Synchronization, Chat, Geo-Location capabilities and Ad-funded option
- Supports Mobile Operator billing requirements
- Twitter and Facebook feed (including pictures) as a thread in Inbox
- Twitter and Facebook post capability from Inbox

### Portico Companion

- Operator branded application made available via the Application Marketplace on the Tablet.
- Supports Android and iOS tablets
- Enables core voice and text services from the tablet via the Internet
- Existing mobile number
- Applicable while relaxing at home, offering a more convenient means of communication using the most convenient technology available
- Includes all of the features described in Portico Web and Portico Smartphone
- Supports Mobile Operator's billing requirements.
- Twitter feed (including pictures) as a thread in inbox
- Twitter post capability from inbox



## Portico Access Points

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### Portico Cloud:

#### Voice:

- Network integration to SBC and Media-Gateway
- Full SIP call setup support
- Support for voice codecs G729, G726, PCMA, Speex, GSM
- Transcoding support for RTMP to RTP and vice-versa
- Support for parallel ringing of multiple devices
- CAMEL, CSI+, Direct SIP callout
- MAP ATI or IS-838 check of Handset status
- Emergency Call Support under certain conditions
- Ringtone Support
- Full Call History available to User

#### Messaging:

- Integration to SMSC over SMPP or UCP
- Portico Cloud supports MO and MT SMS
- Users can send SMS to one or many MSISDNs in one action
- Supports delivery reports, includes message status and delivery date
- Message Synchronization across multiple clients available
- A full history of the Subscriber's SMS is stored in Portico Cloud

#### Provisioning

- SOAP, HLR, SMSC

#### Address Book Integration

- Google Contacts
- Support for integration over SyncML

#### Miscellaneous Features

- Highly Configurable CDR support for both Voice and SMS
- Maximum limit for call history and SMS store for subscribers
- Security SMS delivered to handset on log-in to avoid unauthorized usage
- Suspend Service activation available using SMS

### New Features

The Portico product suite includes a feature-rich Roadmap that will include Social Network integration (Facebook, Twitter and LinkedIn where appropriate), additional call control functionality, video and more.



Openmind was formed in 2003. The company founders believed that they could do things differently. That philosophy continues today. We continually strive to provide product leadership and value for money to our customers. We believe in innovation, value and flexibility. All our products are developed with this in mind.