

Mobile VAS | Payments | Web | SMS | IVR | USSD | Creative design

mobile
live mobile technology **Soko**

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USSD MOBILE PRODUCT & GATEWAY

Interactive Services on any handset



Interactive Services on any handset

Mobile subscribers are constantly looking to do more with their mobile – and demand more from their mobile operator. Smartphones and apps have brought interactivity and new services, but a large proportion of mobile subscribers still use basic handsets on a daily basis.

MobileSoko's USSD Gateway provides mobile subscribers interactive menu-based access to a range of enhanced services – without the need for software installation on the handset or SIM card.

How does it work?

USSD (Unstructured Supplementary Service Data) is a session-based standard for real-time transmission of information over a GSM network's signalling channels.

Commonly used for the setup and control of standard call features such as call barring and call forwarding, the USSD Gateway allows the USSD signalling channel to be used for real-time, interactive and secure menu-based communication between a mobile user and a third party application.

Once a USSD session has been initiated, a USSD menu or text information is displayed to the mobile subscriber, depending on the service type or request. This interaction continues until the user terminates the USSD session.

Integration models

Our USSD Gateway interfaces to the mobile network via a standard SS 7-MAP interface, and communicates to third party applications via web services.

MobileSoko's offers three models of USSD Gateway integration.

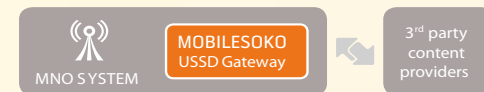
Hosted solution

USSD Gateway is installed at MobileSoko's data centre and remotely connected to the mobile network.



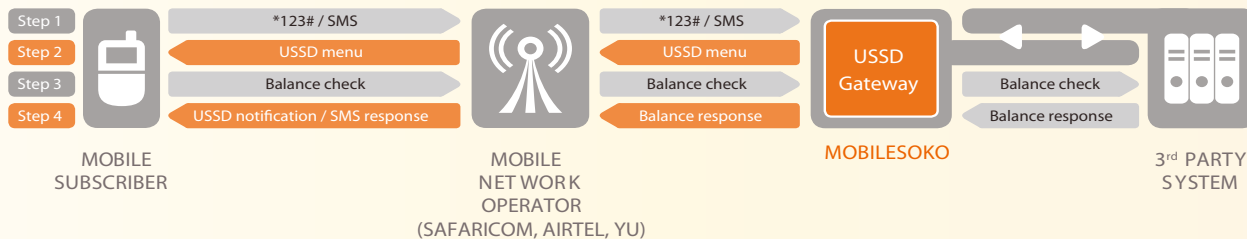
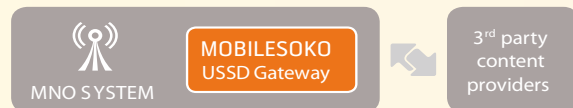
Mobile network integration

USSD Gateway is installed directly in mobile operator's system. *XXY#



Shared Mobile network integration

USSD Gateway is installed directly in mobile operator's system. *XXY*XX#



Interactive Services on any handset

Example applications

With the benefits of low entry requirements, near-instantaneous interaction and built-in security, MobileSoko's USSD Gateway can help mobile operators bring a range of interactive services to their customers.



Mobile money transfer



Payment for goods and services



Mobile banking and balance checking



Car parking



E-ticketing



Tokenless two factor authentication

What are the benefits?

1. No downloads needed
2. Works on all mobile phones
3. Real-time interactions
4. Direct connections between handset and applications
5. More secure and cost efficient than SMS

On establishing a USSD session, a VPN-like secure tunnel is created, making USSD an ideal tool for transactions that require greater levels of security.

USSD-based applications do not require any special software to be installed on the mobile handset, or a data connection (such as GPRS or 3G) to operate.

In addition, the highly flexible configuration of the MobileSoko's USSD Gateway allows services to be customised to the needs of each client.

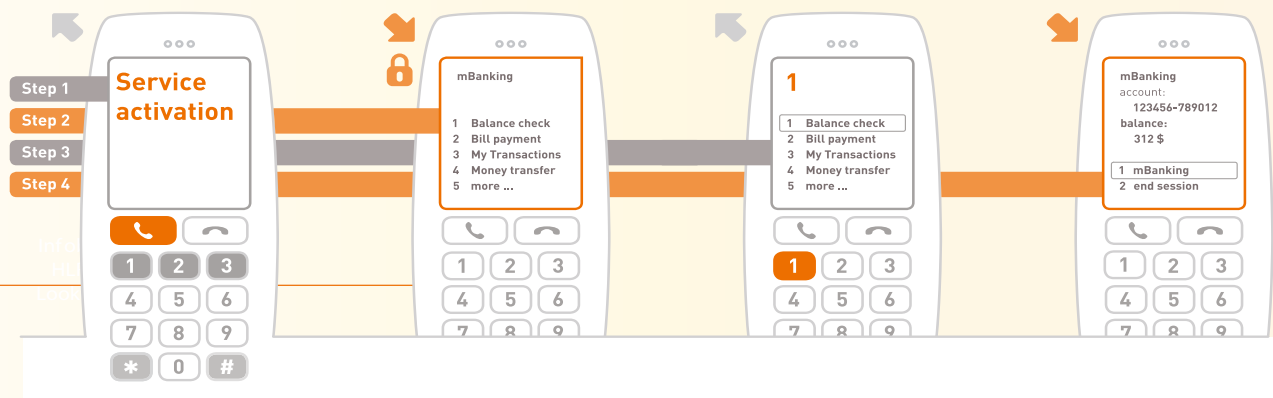
Interactive menus

USSD interactive menus offer a diversity of applications to meet any type of client needs.

Our USSD APIs provide an environment for creating menus adaptable to a variety of technical requirements.

Our team has vast experience in the design, development and integration with the local Mobile Network providers utilising their API's for quick USSD setup.

Contact us today at info@mobilesoko.biz for a sample trial on USSD using the Local Network providers e.g Safaricom.



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MobileSoko's entire portfolio is designed in-house and draws on its extensive experience, taking into account specific requirements of the company's clients and partners.

Its country wide approach coupled with dedicated development enables it to provide clients country-wide with carrier-grade quality, reliability and flexibility through our strong relations with the Local Mobile network providers.

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