



Telecommunication Solutions

# CellEye — LBS Platform

The passive location aggregator for Network Big Data monetization



Open Decisions Inc.

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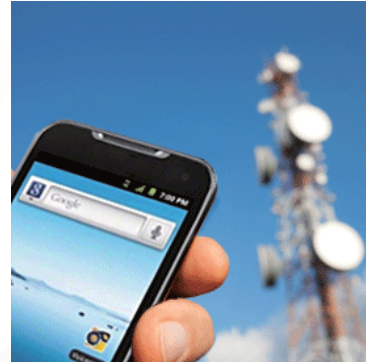
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## Are you monetizing your location today?

### Location Based Services Applications

- Shop Alerts
  - In-Store Specials – Time Sensitive Promotions
- Mobile Couponing
  - Weekly Flyers – Neighbourhood Targeting
- Parental Control
  - Monitor – Notification Outside Safe Zone
- Fraud Management
  - Usage Event – Tied To Location
- Traffic Density Analytics
  - Select Store Location – Heat Maps
- Fleet Management
  - Logistics – Track Movement
- Public Safety / Emergency
  - Amber Alert – Increased Reach

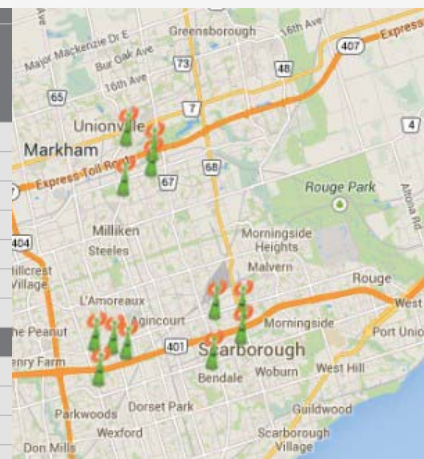


## CellEye – Solution Highlights

- A passive location aggregator platform that provides near real-time subscriber locations
- Built-in Campaign Management tool
- Monitor voice and data events in the network (Attach, Location update, Call, SMS, etc.)
- Interface with network probes (Interfaces A, Gb, lu\_CS, lu\_PS, etc.)
- Can be extended to LTE, Wi-Fi and Femto-cell
- Can interface with MLC for improved accuracy
- Can connect to SMSC and SMS Gateway

## User Interface

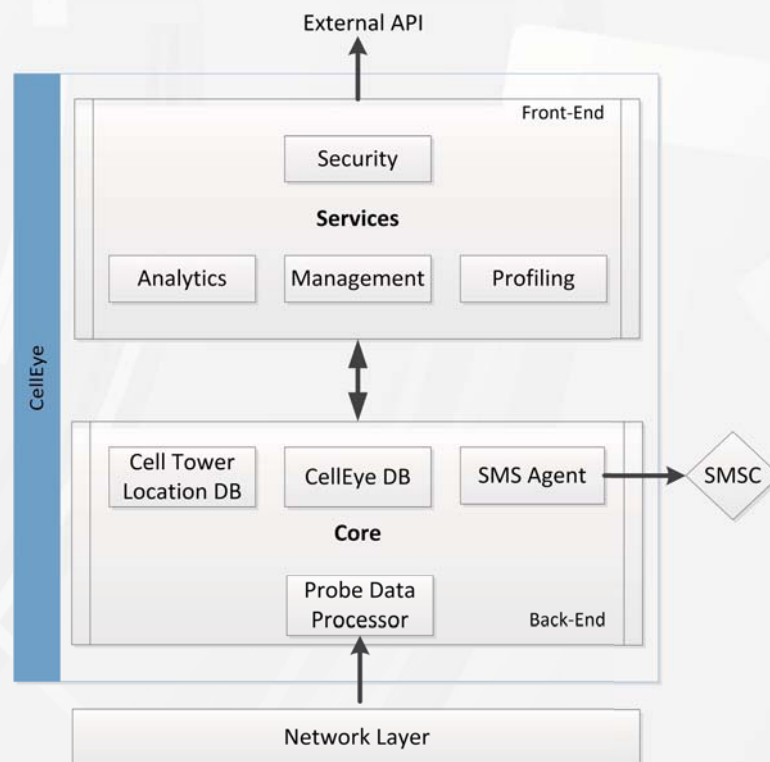
Created by OD Admin	
Last modified by OD Admin on 2013-12-17 11:56:37	
Inactive <input type="button" value="Activate Campaign"/>	
Class:-	PetroGasStation
SMS(s):-	0
Period:-	From 2013-12-18 until 2013-12-18
Operating hours:-	11-12 hours
Coverage:-	30 Km radius around 43.8561002,-79.33701
Target Audience:-	Normal subscribers will be targetted
Opt Outs:-	Standard opt-outs excluded
SMS messages sent to subscribers:-	
(Normal subscribers)	free gas for 1 year
(Business subscribers)	free gas for 2 years
(Inroamers)	free premium gas for life-time ... awesome
Capping per 5 minutes	100



## Features

- Support for anonymized location to protect subscriber identity
- Multiple opt-out capability
- Target audience selection - normal subscribers, business subscribers and in-roamers can be treated differently
- Multiple locations per campaign
- Customizable campaign spread
- White and Black list capability
- Supports Location History up to 3 months extendable
- Supports for Multi-MNO deployment
- Handset specific delivery
- Customized Location Analytics

## Architecture



## Platform & Support

- Telco NEB3 Certified Blade Server / Standalone Server
- Red Hat Enterprise Linux Server
- VMware Virtualization Supported
- 24x7 Hardware & Software Support



## Open Network Telecommunication

- IPv6 Gateway
- Location Based Services
- SNMP Duplicator

## Data Center

- 42U Computer Cabinet
- Green Box

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